MAD

Our Price 25c CHEAP

No. 45 March '59

WHAT-ME WORRY?

Knuckleheaded people who drink Inferial and then go driving, end up as a case

Hiram Walked 'cause he couldn't fit in the little car, lucky for him!

BLEND WHISKEY · WITH 85 MPH · AND YOU TOO WILL END UP · AS A CASE · A HOSPITAL CASE, BY GEORGE!

NUMBER 45 MARCH 1959

MAD

"It is no longer a question of *where* civilization began, but if it ever *did!*"
—*Alfred E. Neuman*

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**Various Places Around The Magazine

Hey, Gang! In this space that's left here, we could tell you about **MAD's** new schedule (which you've probably noticed) of eight issues a year instead of six, which means we're on sale more often than we used to be. Or we could tell you about our plans to offer a **"MAD** Item of the Issue" on the inside back cover periodically, starting with this issue. Or we could tell you about our current sale of over 1,000,000 copies per issue, and thank you for our success. We could tell you about all these vital things, but there's not *that* much space! — *ALF*

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VITAL FEATURES

"WORSTS" OF 1958 2

Many people may be called on the carpet for **MAD's** "Worst" of '58 awards. We hope it's not the Dean's carpet for 12 collegians.

BODY-BUILDING 6

This article is dedicated to that tight little knot of muscle-bound clods who impress us on beaches by kicking sand in our faces.

GUIDE FOR NOVICE DRIVERS 14

An article which teaches the novice driver how to avoid accidents and stay alive with so many cars on the road. Mainly, walk!

GEO. WASHINGTON AD AGENCY . 20

If "truthful" George were alive today, he'd find it rough working on Madison Avenue, where nobody ever makes an "honest" living!

TATTOOING 30

Your **MAD** editors revive an ancient art by modernizing tattoo designs. Now that we've got 'em, tell us how we get rid of 'em!

TV COMMERCIALS 34

We propose that sponsors tailor TV ads to appeal to the viewer's mood as he watches particular shows by continuing his nausea.

BUSINESS VALENTINES 38

MAD suggests a soft-sell technique for merchants who agree that "love of money" is what makes the business world go 'round.

GOOK 41

In preparing this satire of a popular magazine, we visited several used book shops, mentioned **MAD,** and got plenty of dirty looks.

Sue Sullivan
Vassar
IGITUR

Jerry De Muth
Northwestern U.
PROFILE

James C. Douglass
Michigan State U.
SPARTAN

Ron Nowicki
Penn State U.
FROTH

Stu Brody
M.I.T.
VOO DOO

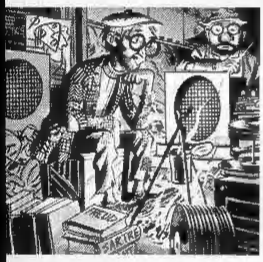
Sonny Mathias
Fordham U.
THORN

AN IMPARTIAL PANEL OF JUDGES, CONSISTING OF EDITORS

THE FIRST ANNUAL "WORSTS"

Since this is the time of year when they start giving out awards for the "best" of 1958 in various categories, MAD decided to counteract this nausea by giving out awards to the "worst" of 1958 in various categories. Questionnaires

"WORST" NOVEL OF THE YEAR



On The Road

Jack Kerouac's book was a sick example of how the other half (the half-baked half) lives. It became the bible of the "Beat Generation," a group of idiots who stay up all night listening to jazz records and poetry. As these cats never get any sleep, you can guess why they're "beat."

"WORST" TV COMMERCIAL

Zest Soap

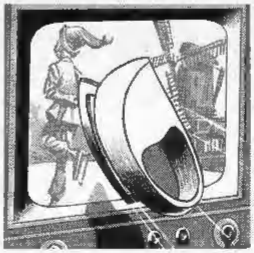
The Zest Soap commercial on TV presented refreshing views of young girls dropping into slimy swamp pools and rolling over in seaweed-clogged ocean spume, and then blatantly insulted viewers by claiming they'd been filthy all their lives, and would stay that way unless they used Zest.

"WORST" MOTION PICTURE

I Was A Teenage Werewolf

With movie box-office receipts sagging, one Hollywood company figured they couldn't go wrong by combining two sure-fire sales gimmicks: "teen-age" and "horror." The results of this brainstorm, "I Was a Teen-Age Werewolf," not only sickened teen-agers, it was a horror any way you look at it.

"WORST" SINGLE TV SHOW



Hans Brinker

Hans Brinker, a pratt-fall heard 'round the video world, was the thaw spot on the TV dial as Tab Hunter and Peggy King fought to climb out of a deep freeze and warm up to their parts. Lyrics almost had music, and vice versa. Olympic Star Dick Button barely emerged as the only good skate.

"WORST" DESIGNED CAR

The Edsel

The Edsel, Ford Motor Company's new addition to its line, made its bow in 1958, and promptly fell on its face. Descriptions of the radical new departure in front-end designs varied from: "An Oldsmobile sucking a lemon" to many more colorful, in fact too colorful, to put into print.

"WORST" NATIONAL FAD

Hula Hoops

The Hula Hoop fad was accepted by millions of American parents, the very same people who were so shocked, and who shrieked and screamed objections to the sexy gyrations of Elvis Presley. Now they smiled proudly as the kids spun hoops with contortions far worse than Elvis ever performed.

Monroe Meisel
Columbia U.
JESTER

Gerry Waddell
U. of Alabama
RAMMER JAMMER

Barney Gilmore
Stanford U.
CHAPARRAL

James E. Packer
U. of California
PELICAN

Daniel Garcia
U. of Iowa
GREEN GANDER

Jim Smythe
Georgia Tech
RAMBLER

OF 12 LEADING COLLEGE HUMOR MAGAZINES, HAVE CHOSEN

MAD AWARDS FOR OF 1958

PICTURES BY WALLACE WOOD

listing these categories were sent to the twelve college humor magazine editors shown above, and the "winners" are listed below. We plan to make these "Worst" of the Year awards annually from here on . . . if we're not sued first!

"WORST" RADIO COMMERCIAL

Pepsi-Cola

Time was when a soft drink pitch was a cool invitation to shorten the distance between your gullet and your thirst. All it did then was hit the spot. Now it is supposed to make you sociable and smart and well-dressed and elegant and poised and like that . . . provided you suppress that burp!

"WORST" MAGAZINE AD

Maidenform Bras

Almost everyone has that secret fear of suddenly being stripped naked in public. The Maidenform people played this phobia to the hilt again last year by filling magazines with ads promising if and when this happens, gals who are wearing their product will be delighted to have it happen.

"WORST" REGULAR TV SHOW

The Price Is Right

Not the thirst for "knowledge," but the thirst for "things" was the main theme of this TV show which never even tried to hide its appeal to America's worship of the materialistic. Questions used on this program had to be authenticated by The National Association of Manufacturers.

"WORST" SINGLE RECORDING

Witch Doctor

We got a feeling as we listened to Witch Doctor that it wasn't a musician who composed it, but a little wax image of the guy all stuck full of pins! And lyrics like "Oooh - eeeh - oooh - aah - ah!" certainly convinced us! It got popular because kids just don't know Voodoo "rite" from "wrong."

"WORST" NEW PRODUCT

Stripe Toothpaste

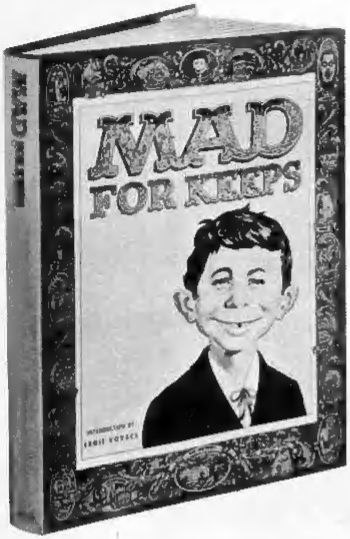
Stripe Toothpaste marks a great step forward in America's march of progress. Although stripes on toothpaste may not contribute much toward cleaner teeth, such innovations do pave the way for other significant products like checkerboard halvah, polka-dot pizzas, and mainly green profits.

"WORST" NATIONAL MAGAZINE

MAD Magazine

The voting on this category was almost unanimous, which clearly indicates that these awards are just in the spirit of good fun. Why, it's so obvious that MAD isn't really the worst magazine of the year. All you have to do is look at a newsstand and . . . if you think about it . . . hmmm!

AMERICA'S NUMBER ONE BEST-SELLER IS



☐ True ☐ False

Any dope knows this statement is false! Our hard-cover de-luxe Anthology of the best from MAD contains 128 pages of riotous material (many in vivid color) that originally appeared in the magazine through 1956, and is unavailable in any other form. And when you get right down to it, how could a book of material like that ever hope to become a best-seller? So, if you like rare books, get a copy!

MAD ANTHOLOGY DEPARTMENT
225 Lafayette Street,
New York 12, New York

I like rare books, and this one looks like it should have a limited printing! Rush my copy of MAD FOR KEEPS. I enclose $2.95

NAME _____

ADDRESS _____

CITY _____ ZONE _____

STATE _____

THE PAT BOONE SHOW

Just caught the premier of The Pat Boone Show, in which he mentioned that one of his great accomplishments this year was "making MAD Magazines."

Jim McPherson
Millbrae, Calif.

One of MAD's great accomplishments this year was making The Pat Boone Show!—Ed.

POETRY

Congratulations on "MAD's Treasury of Unknown Poetry," and especially to the poem, "Garbage Fever" which I enjoyed immensely. Apparently, my English teacher reads MAD, because the other day he gave the class a poem to memorize which is an unmistakable satire of "Garbage Fever." Only thing is he called it "Sea Fever" and changed the name of the poet to "Masefield." Boy, how corny can you get!

Stephen Waldman
Brooklyn, N. Y.

CRUELTY

I am disgusted! While hiking along the Appalachian Trail, my pack ripped open, mice got into my food, and worst of all, a black bear walked off with my MAD. It's bad enough when you corrupt the minds of human beings, but when you start on poor dumb animals ... well, it's time someone reported you to the Humane Society!

K. S. Marshall
Lathrup Village, Mich.

IMITATORS

How can you seriously be concerned about your (you should pardon the expression) imitators, when MAD is the only magazine of its type mentioned in Dr. Bergen Evans' book, "A Dictionary of Contemporary American Usage," where, on page 102 it says "... and no criticism of the language of the comics can be made more trenchant than that which fills each issue of MAD ..."

John E. LeFrançois
State College, Pa.

Is that good or bad?—Ed.

SAT EVE POST ARTICLE

The article on humor in America in The Saturday Evening Post, by Corey Ford, neglected to mention the greatest humor magazine of them all, namely MAD. What happened? Were they sore at you for doing a parody of their magazine a while back?

Bernice Gottlieb
Chicago, Ill.

Would like to give my praise to your Art Director, Mr. John Putnam, for his note of protest to Mr. Corey Ford and The Saturday Evening Post upholding the fine job you clods are doing.

G. Brigham
Milton, Mass.

Thank you for enclosing sample copies of MAD. I only regret that I hadn't seen them in time to include the name of the magazine in the article. My congratulations to you and your staff on the noble effort to keep the art of parody and satire alive in this country, and I hope your circulation continues to prosper.

Corey Ford
Hanover, N.H.

CONVERSATION PIECE

MAD articles are wonderful conversation pieces, and certainly ice-breakers. Thank you for many hours of fun.

Jean Nickerson
San Antonio, Texas

Reading MAD, or breaking ice?—Ed.

FROM THE D.J.'s

Before we started using items from "MAD" over the air, we had a top-rated morning show. Since using "MAD" material, our rating has dropped to −1 (minus one). This means that not only do we have NO listeners, but one of the people who doesn't listen is going around "knocking" us! Thanks for the help!

Tony Bekas
Don Jones
WNAR
Norristown, Pa.

I have used MAD material on my three-hour disc show occasionally. Now, I need some free publicity, because nobody listens to my show anymore!

Rex Rovang
KRIB
Mason City, Iowa

NO HOME LIBRARY IS REALLY COMPLETE WITHOUT

THE LATEST MAD POCKET-SIZE BOOK

THE BROTHERS MAD

(once you get that, your home library is finished!)

This fifth collection of humor, parody, satire, and garbage joins "The Mad Reader", "Mad Strikes Back!", "Inside Mad", and "Utterly Mad" in our insidious campaign to split your sides and rot your mind.

YOURS BY MAIL FOR 40¢
THE COMPLETE COLLECTION—ALL FIVE—FOR $1.75
MAIL MONEY TO: MAD, POCKET DEPT.,
225 LAFAYETTE ST., NEW YORK 12, N. Y.

GIFT SUBSCRIPTIONS

Enclosed is a list of seventeen people with their addresses, and a check for $34.00. Would like each addressee to receive a gift subscription to your wonderful magazine. You can see that we've really gone "MAD" out here.

The Strayers
Inglewood, Calif.

And you want some company, eh?—Ed.

WEDDING GIFT

Necessity?

Enclosed you will find a snapshot of our wedding. I wanted you to see one of the "necessities" my husband's friends bought us for a wedding gift. Needless to say we appreciated it, and spent many happy hours reading it.

Mrs. Kathy Gutekunst
Ebenezer, New York

On your honeymoon???—Ed.

CONFUSION

I'm confused! In MAD #43 you printed letters about MAD #41, and there wasn't anything about MAD #42. What happened?

Richard Ryan
Austin, Texas

Due to MAD's new speeded-up eight-a-year schedule, letters concerning #41 were not received in time to be included in #42, hence they were printed in #43. That's why this issue (#45) has letters about #43. Letters about #45 will be ignored!—Ed.

Please address all correspondence to: MAD, Dept. 45, 225 Lafayette Street, New York City 12, New York

STATEMENT REQUIRED BY THE ACT OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946 (Title 39, United States Code, Section 233) SHOWING THE OWNERSHIP, MANAGEMENT, AND CIRCULATION OF MAD, published monthly except January, April, July and October at New York, N.Y. for Oct. 1, 1958.

1. The names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, William M. Gaines, 225 Lafayette Street, New York City 12; Editor, Albert B. Feldstein, 225 Lafayette Street, New York City 12; Managing Editor, None; Business Manager, None.

2. The owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual member, must be given). E.C. Publications, Inc., 225 Lafayette Street, New York City 12; William M. Gaines, 225 Lafayette Street, New York City 12; Jessie K. Gaines, 225 Lafayette Street, New York City 12; Virginia E. MacAdie, 225 Lafayette Street, New York City 12.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state) None.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and security in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: (This information is required from daily, semiweekly, and triweekly newspapers only.)

William M. Gaines

Sworn to and subscribed before me this 15th day of September, 1958.
Ettore De Stefano Notary Public State of New York No. 24-6001500 (My commission expires March 30, 1960)

WE'VE RUN OUT OF THEM!

Yep! We've run out of them clever statements that get you to read this ad which offers a full-color reproduction of Alfred E. Neuman, MAD's "What—Me Worry?" kid, suitable for framing or lining small garbage pails. All we can say is: If you want one, mail 25¢ to:

DEPT. WHAT—COLOR? c/o MAD ROOM 706
225 LAFAYETTE STREET, NEW YORK 12, N.Y.

WHY BUM AROUND THE COUNTRY LOOKING FOR MAD WHEN YOU CAN SUBSCRIBE!

(and bum around the house waiting for it to come by mail!)

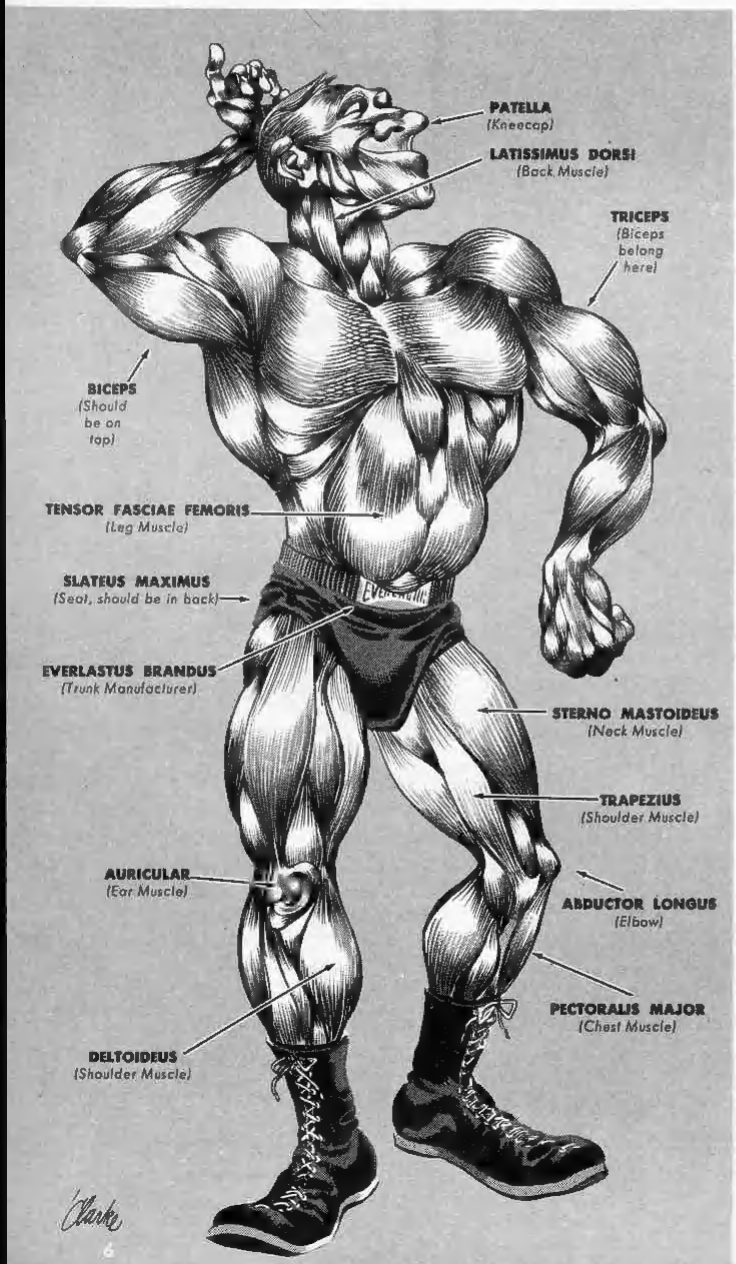
MAD SUBSCRIPTIONS
225 Lafayette Street
NEW YORK CITY 12, N. Y.

You're right! I'm tired of the bum's rush every time MAD hits the stands! Enclosed is $2.00. Enter my name as a subscriber, and send the next nine issues to my home. Come to think of it, now there'll probably be a bum's rush whenever it comes by mail.

NAME _____
ADDRESS _____
CITY _____ ZONE _____
STATE _____

And now, MAD takes a look at the popular pastime which devotes itself to developing and enlarging every bit of body tissue into granite-hard muscle . . . the pastime which

BODY-BUILDING A



BODY-BUILDING AND WEIGHT-LIFTING PRODUCES EXTRAORDINARY PHYSICAL SPECIMENS

The man pictured here is Gus Clutz, undoubtedly the world's most extraordinary physical specimen. Through diligent exercising, Gus managed to develop and bring into full bloom every single muscle in his body. Scientists, doctors, and physical-culturists from all over the world have come to admire Gus, to examine and analyze him . . . not because this is the first time anyone has ever developed such perfect muscles, but because Gus has developed all these muscles in the **wrong places!** Please note that this is **not** an anatomical drawing of Gus's muscles underneath his skin. This is a drawing of Gus's muscles on **top** of his skin. Gus is presently on view at Harvard Medical College . . . preserved in a **large jar.**

"The proper study of mankind is man."—ZSA ZSA GABOR

frequently goes too far with tissue that never should have been developed and enlarged into granite-hard muscle in the first place . . . mainly the tissue between the ears . . .

ND WEIGHT-LIFTING

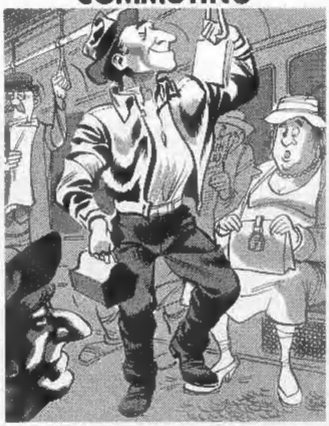
PICTURES BY BOB CLARKE

ADVANTAGES OF A WELL-BUILT BODY IN DAILY LIFE

"To be, or not to be, that is the question!"—JACK BARRY & DAN ENRIGHT

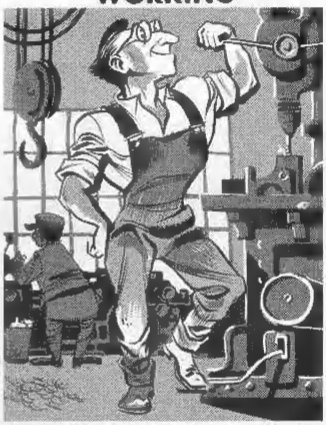
The purpose of Body-Building and Weight-Lifting is not to attain a gorgeous physique merely so you can admire it in the mirror while running your hands lovingly over each delightfully pulsating muscle . . . nor is it merely so you can go down to the beach and kick sand in that skinny guy's face and embarrass him in front of his girl. Actually, a well-built body is a vital asset in every daily activity.

COMMUTING



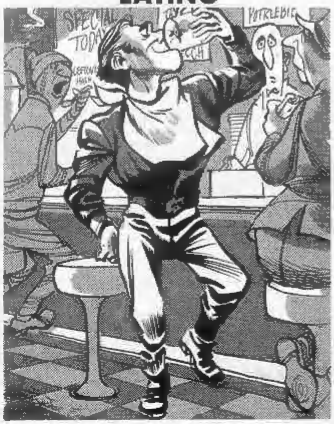
A good physique **looks well** when you strap-hang on those crowded subways.

WORKING



A good physique **performs well** when you have to work in a busy factory.

EATING

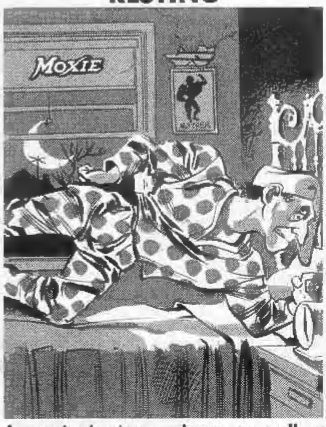


A good physique **eats well** when you must dine at a jammed luncheonette.

PLAYING

A good physique **fares well** when you compete in a sport with an audience.

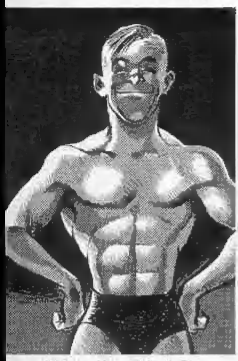
RESTING



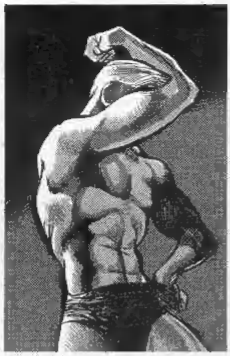
A good physique **relaxes as well** as anything so musclebound can relax.

SPECIAL EXERCISES
FOR DEVELOPING SPECIFIC MUSCLES

Every Body-Building and Weight-Lifting enthusiast knows that there is a special exercise designed to develop each specific muscle in the body. Here is a demonstration of a special exercise designed to develop a specific muscle.



Start to develop shoulder muscles.



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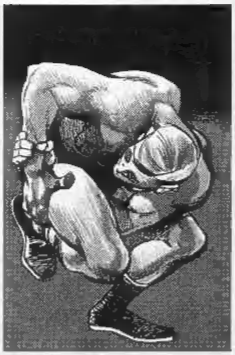
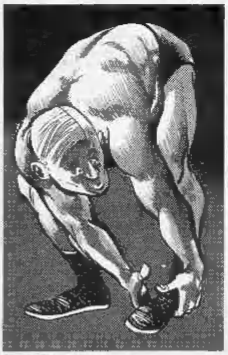
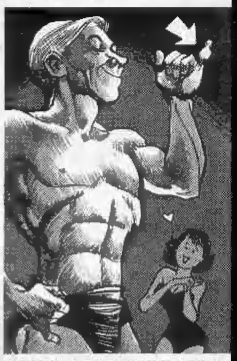


Step 2 . . .

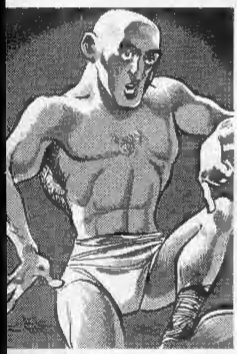


Step 3 . . .

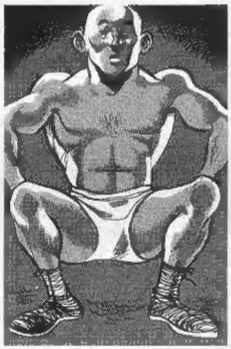


Repeat 1000 times and specific muscle (arrow) will be fully developed.

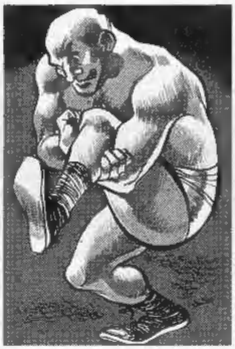
However, a Body-Building and Weight-Lifting enthusiast also knows that extreme caution must be taken to do each special exercise designed to develop a specific muscle exactly as prescribed, or wrong muscle may be developed.



Start to develop knee-cap muscle.



Step 1 . . .

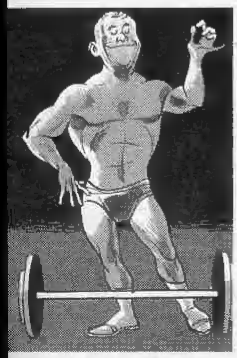


Step 2 . . .

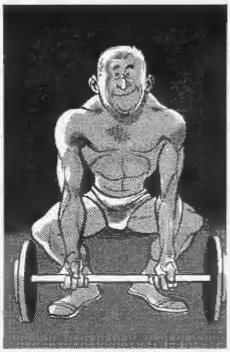
Step 3 . . .

Wrong muscle developed. Not knee-cap muscle, but strain-muscle on forehead.

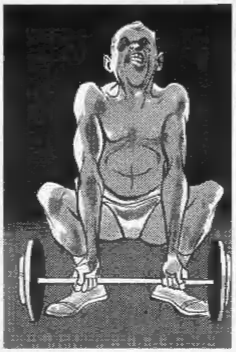
Every Body-Building and Weight-Lifting enthusiast also knows that extreme caution must be taken not to overdo specific exercises designed to develop specific muscles or, again, wrong muscles may accidentally be developed.



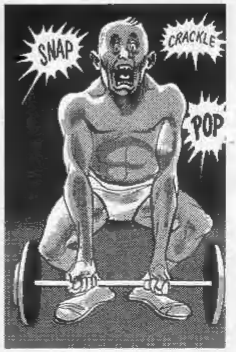
Start to develop specific muscle.



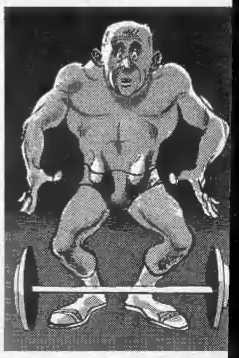
Step 1 . . .



Step 2 . . .



Step 3 . . .

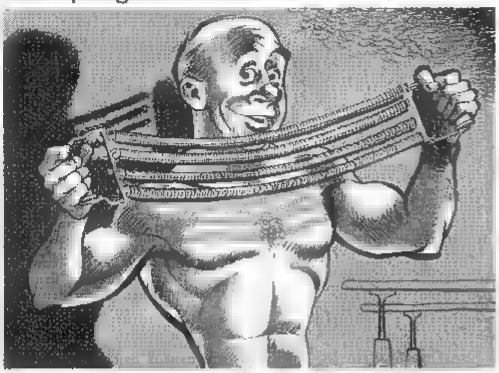


Again, wrong muscles are accidentally developed. These are called hernias.

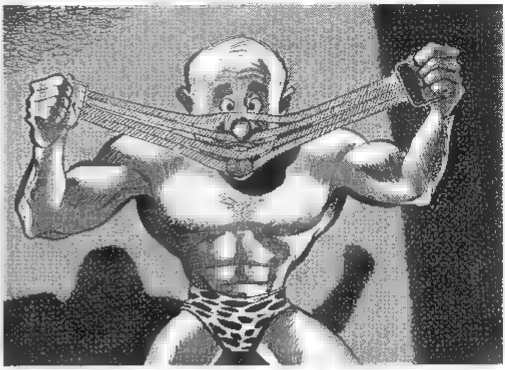
SPECIAL EQUIPMENT
FOR DEVELOPING SPECIFIC MUSCLES

THE CHEST EXPANSOR

This Spring-Mechanism . . .

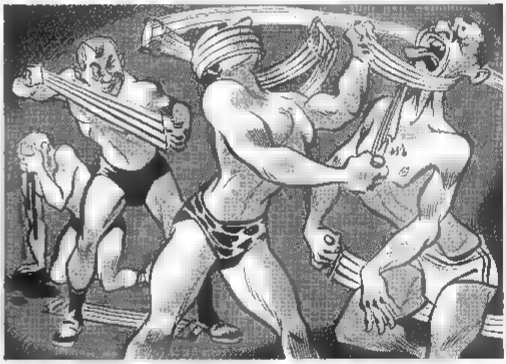


. . . can be used alone . . .



. . . or with a friend . . .

. . . or in larger groups!



THE HAND GRIPPER

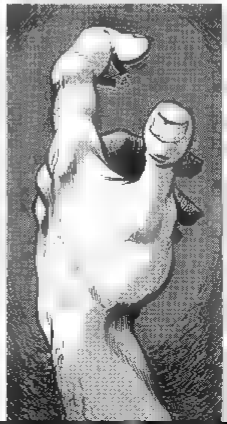
This Spring-Mechanism comes in assorted sizes

"Large" develops both-hand muscles.

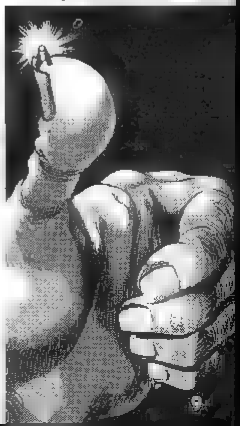
"Medium" develops one-hand muscles.

"Small" develops two-finger muscles.

"Tiny" develops one-finger muscles.

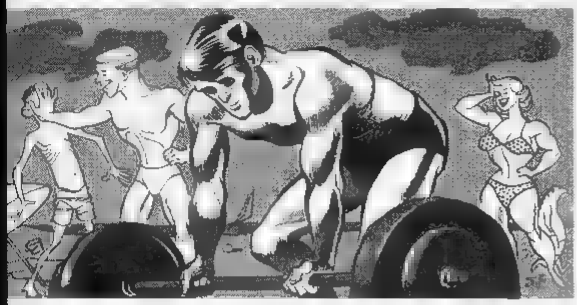


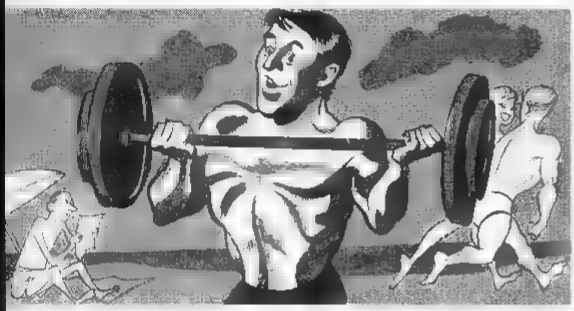
"Eentsy" develops fingernail muscles.

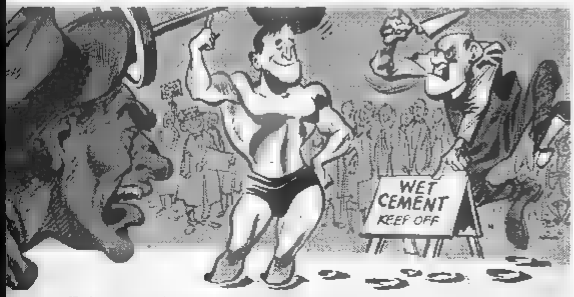


COMMON MISTAKES OF B

RIGHT







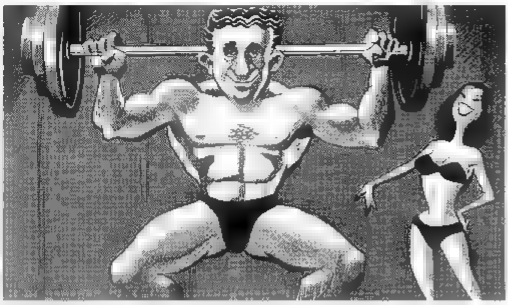
This experienced Body-Building enthusiast performs his weight-lifting exercises correctly . . . on a concrete floor.

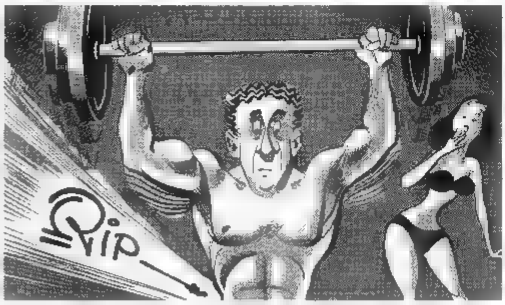
WRONG

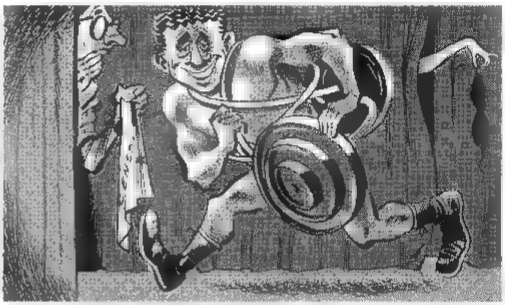
This Body-Building beginner makes big mistake, foolishly performs weight-lifting exercises on wooden floor.

EGINNING WEIGHT-LIFTERS

TOO-TIGHT TIGHTS

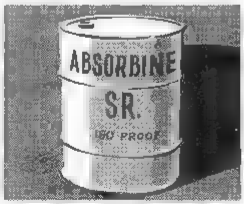




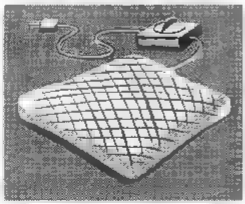


EXTRA EQUIPMENT

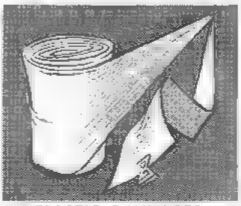
It is important for body-builders and weight-lifters to be fully-equipped for every facet of this invigorating pastime. It is also equally important for body-builders and weight-lifters to know when to utilize this equipment. Some equipment is for "before"—some equipment is for "after," and below, is some equipment for "too late!"



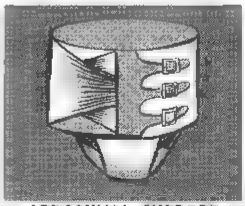
RUBBING LINIMENT



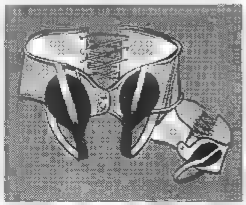
ELECTRIC HEAT PAD



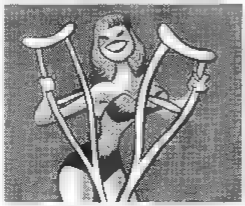
ELASTIC BANDAGES



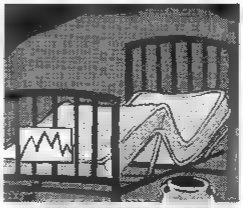
ABDOMINAL SUPPORT



ASSORTED TRUSSES



PAIR OF CRUTCHES



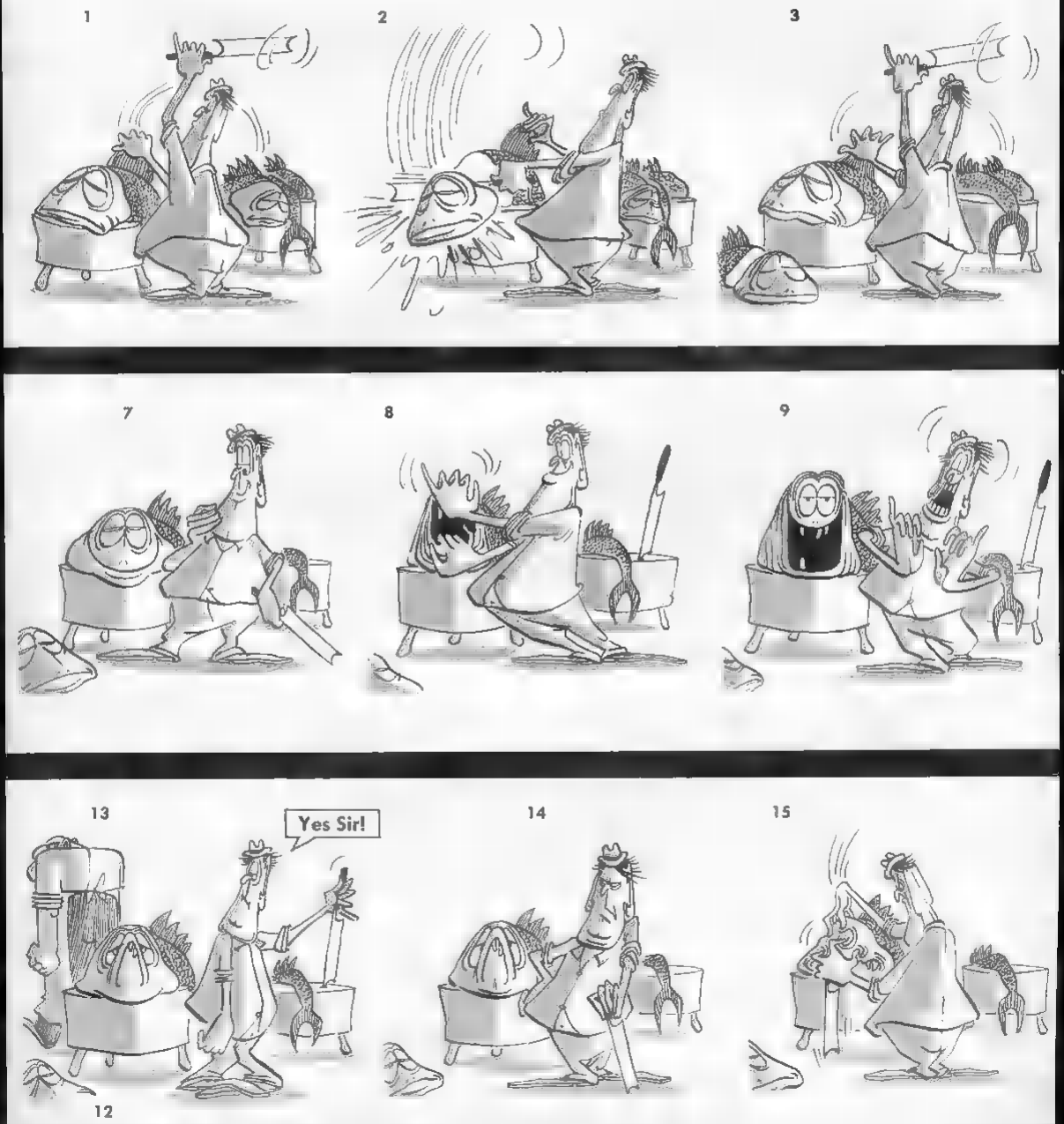
HOME HOSPITAL BED

PAID-UP POLICIES

"Oh, that this too too solid flesh would melt!"—JACKIE GLEASON

DON MARTIN DEPT. PART I

Recently, we dropped down to our neighborhood fish store, and discovered MAD's maddest artist, Don Martin, lounging in the window tank along with the eels. Don was relaxing after a strenuous session pulling wedges out of lobsters' claws so they'd be free to tear each other to pieces. While we were waiting for our fillets of guppy, Don told us the following...



FISH STORY

"Is this a dogger that I see before me?"—JOHNNY STOMPANATO

13

With more cars on the American Road today than ever before, this naturally means more "new drivers" are on the loose. MAD's Driving Safety expert, Irving K. Fribble, has investigated accident reports, and finds that most collisions involving "new" drivers arise from a failure to obey highway signs, a failure to understand hand signals, and mainly a failure to stop the car in time. To solve the problem of "How to keep these novice drivers alive (so they can keep on buying MAD!), your editors decided to prepare the following article. When we finished, we found we'd solved that other problem instead: "How to reduce the number of cars on the American Road today." You'll comprehend when you read

MAD'S GUIDE FOR NOVICE DRIVERS

INSTRUMENTS AND CONTROLS

The novice driver should be thoroughly familiar with the instruments and controls in and around the dashboard so that he can immediately recognize the moment he's inside an automobile. Yessiree, knowing when you're inside an automobile is certainly a prerequisite to safe driving! To the right is a picture of things drivers see when they get behind the wheel, directly below are descriptions of what experienced drivers do with 'em so you can make the same mistakes.

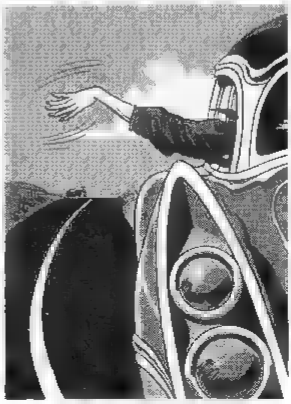
PICTURES BY GEORGE WOODBRIDGE

HAND SIGNALS

The novice driver should be thoroughly familiar with hand signals so he can know what the driver in front plans to do so he can let the driver in back know what he plans to do, so when the driver in front doesn't do it, all three of 'em will pile up. Below are some of the more common hand signals used today, and what they're actually saying, if anything.

"I think it's stopped raining!"

"Hey, look! A sputnik's going over!"



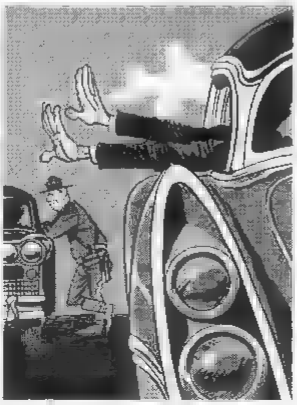
"My nail polish is still wet!"

"Watch out! A Doberman Pinscher is driving this car!"

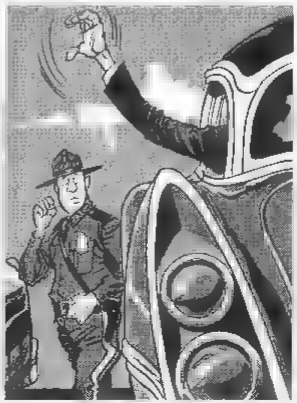
"Out, damned spot!"—LESTOIL

(1) **STEERING WHEEL** — To be held with one hand while other hand is around companion in seat beside you.
(2) **REAR VIEW MIRROR** — To be adjusted so you can see how buddy in back is making out with his companion.
(3) **HORN** — To be leaned ■ in order to save wear and tear on next item.
(4) **BRAKES** — To be applied only if previous item proves ineffective.
(5) **RADIO** — To be played as loud as possible, drowning out diverting noises like Police whistles.
(6) **GAS PEDAL** — To be pressed down as far as possible, escaping petty annoyance like Police cars.
(7) **GLOVE COMPARTMENT** — To be used to store and forget reminders from Police concerning petty violations.
(8) **WIPER** — To be used as metronome when everybody in car is slightly high and feels like singing.
(9) **ASH TRAY** — To be used until full, at which time buying new car is in order.
(10) **HOOD ORNAMENT** — To be placed over white line in road.
(11) **WINDSHIELD** — What you'll go through when next item blocks vision of oncoming truck.
(12) **LUCKY CHARM** — What you'll need if crazy enough to follow the above directions.

"I don't know where to put this so my wife won't find it."



"I'm the only guy on my block who can steer with his feet."



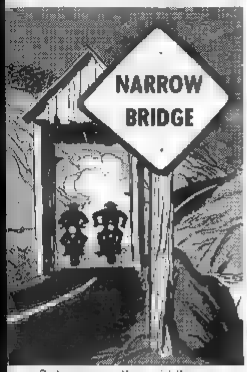
"I think I just saw a girl I went ■ High School with."

"I may turn here if this is Belch Rd., but I'm not sure which way."

•• "How weary, stale, flat and unprofitable seem to me all the uses of this world!"—JACK KEROUAC

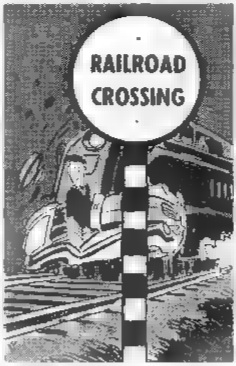
HIGHWAY SIGNS

■ is important for the novice driver to obey highway signs. ■ is equally important for the novice driver to know what each highway sign means, so he'll know just what to obey. Most highway signs are usually one word or two, and don't explain what they mean. Here are some of the more common highway signs together with translations so you'll know exactly what they're trying to tell you.



Get over in the middle, ■ case you meet two motorcycles coming the other way down opposite sides of the road.

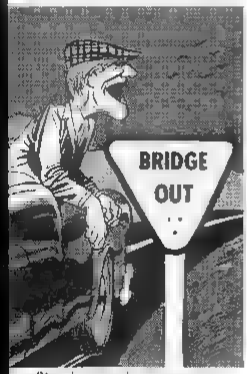
Take better aim at pedestrians, ■ most of them you'll encounter ■ this area are small.



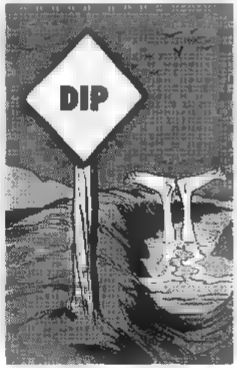
Blow your horn as you approach, so the engineer of the train will see you and S T O P

Highway departments just put these signs up for ■ gag. Keep ■ going.

Never mind keeping your eyes ■ the road. The real danger is up there.



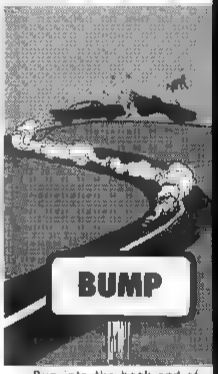
Stop here and remove your dental work. If you have none, wait for the next driver and knock out his.



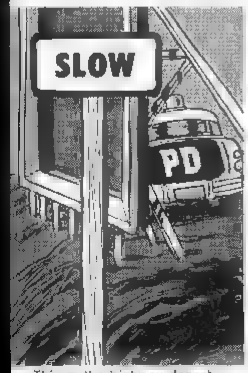
Take off your clothes and dive into the next fairly deep mud puddle you see.

Does not apply unless you happen to have some cattle in the car with you.

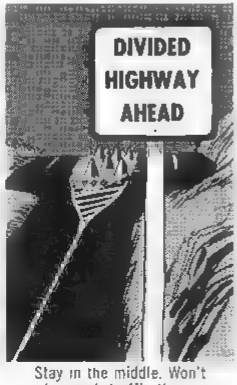
Let go of the steering wheel. Why bother steering when you're skiding sideways anyway?



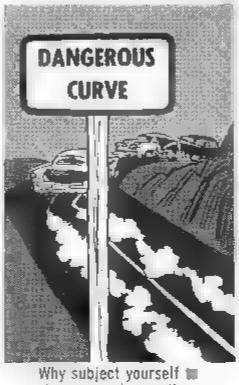
Run into the back end of the car directly ahead of you. If there isn't any, speed up and find one.



This ■ the highway department's way of gently chiding you for not driving fast enough. Get moving.



Stay in the middle. Won't be much traffic there.



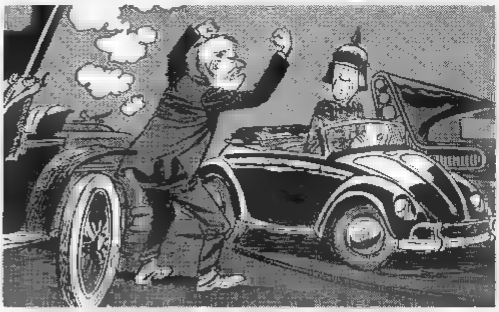
Why subject yourself ■ danger any longer than necessary? Speed up and get through as fast as you can.

If you can't pick off a pedestrian here — you ought to go back to Driving School.

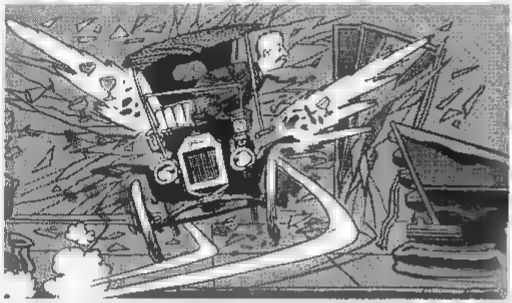
Play it safe. Get down on the floor and work the pedals with your hands.

HOW TO PARK

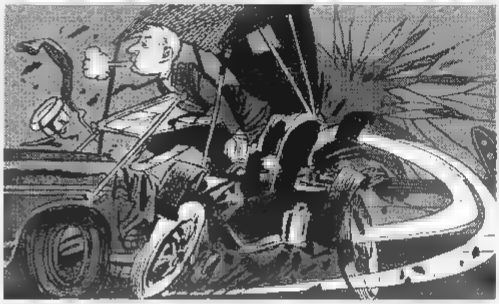
Parking is one of the most difficult skills for the beginning driver to learn. Here, Elihu Fribble, MAD's Driving Safety expert, prepares to demonstrate the correct method.



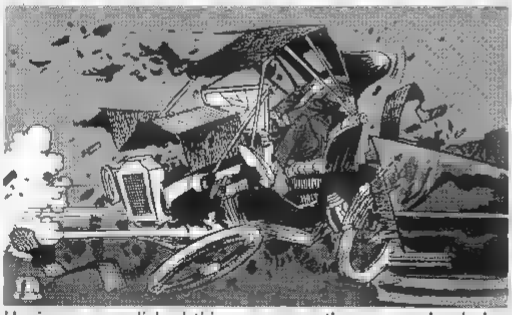
Notice that Mr. Fribble first pulls up ahead of the empty space so that he is exactly parallel to the car in front. This is the correct position for preparing to park a car.



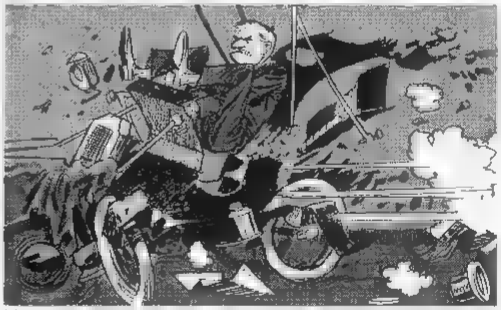
Cutting his wheels right, he now backs up until his front wheels are even with the rear wheels of the car in front.



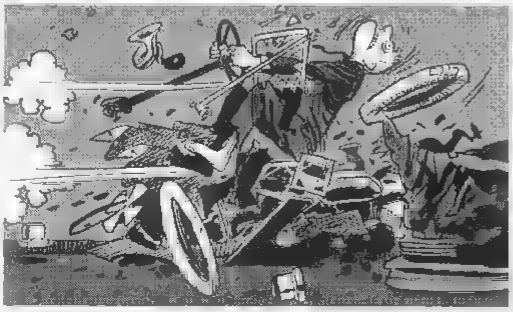
At this point, he cuts wheels in the opposite direction, thus causing the front end of his car to ease into space.



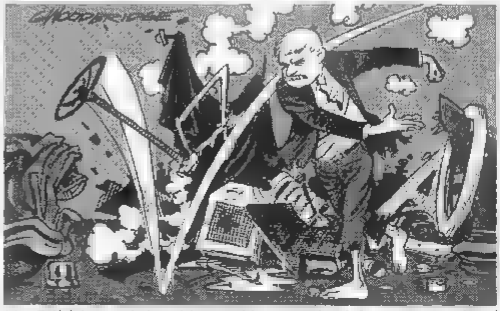
Having accomplished this maneuver, the car need only be pulled forward slightly so that it is centered in space.



This centering within parking area is done so that drivers of cars ahead and behind may leave their own spaces easily.



By utilizing this simple method, parking need not become the bugaboo it usually becomes for inexperienced drivers.



Mr. Fribble explains his parking method in greater detail with diagrams in his book "*Let the lot attendant park it!*"

"All the world's a stage, and the people merely players!"—CECIL B. DE MILLE

WITH A LITTLE BIT OF PUCK DEPT.

Today, the Editorial Cartoonist remains one of America's unsung heroes. (Mainly, we've never heard a single song about an Editorial Cartoonist!) This is because the Editorial Cartoon itself has never quite attained

IF COMIC STRIP EDITORIAL

PICTURES BY WALLACE WOOD

"A New Broom Sweeps Clean!"

"Hey, look how this makes him rise again!"

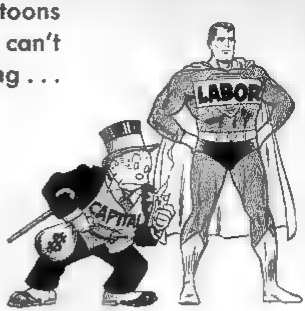
"Of all sad words of tongue or pen, the saddest are these: 'It might have been!' "—ADLAI STEVENSON

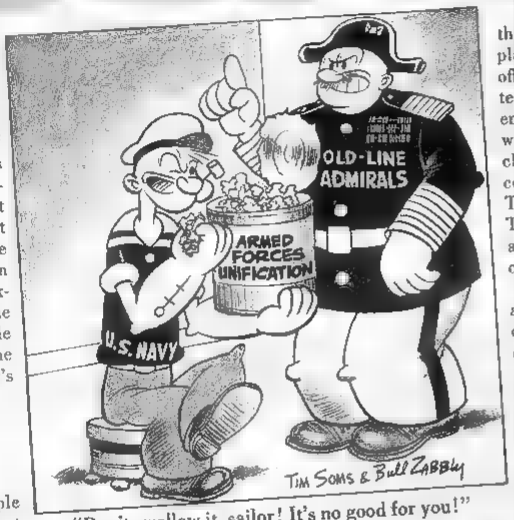
"Ah is caught in a conflik of interests!"

"Leapin' lizards, Daddy, I wish they'd stop treating me like an orphan!"

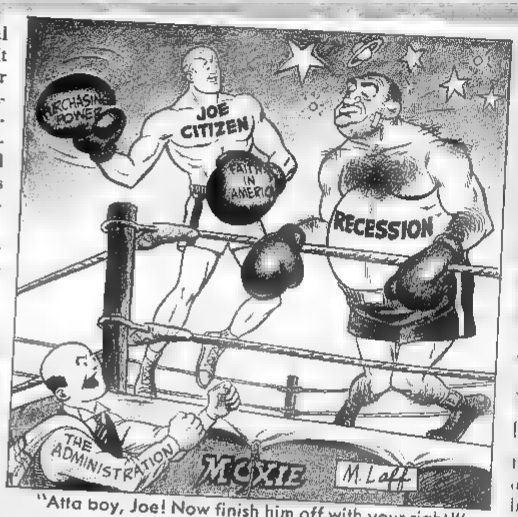
the popularity of, say, the Comic Strip Cartoon. Since Editorial Cartoons are really far more important than Comic Strip Cartoons (and we can't tell you in what way!), MAD feels they could be made more appealing . . .

ARTISTS DREW CARTOONS

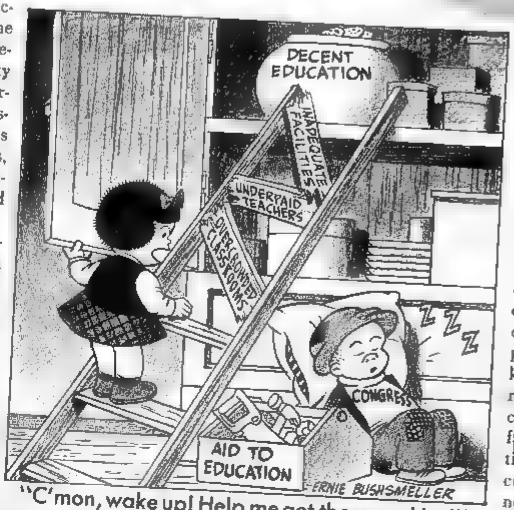




"Don't swallow it, sailor! It's no good for you!"

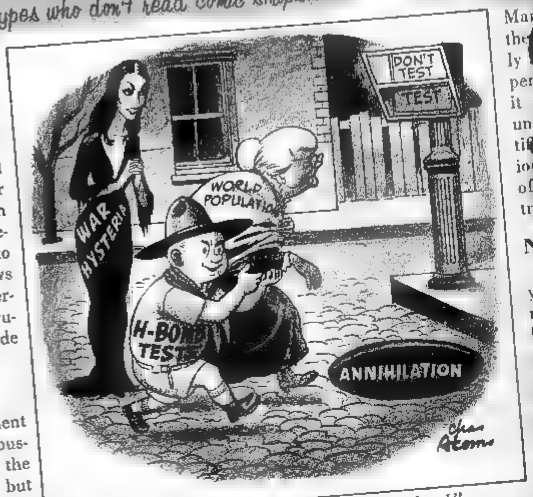


"Atta boy, Joe! Now finish him off with your right!"



"C'mon, wake up! Help me get those cookies!"

...and for sophisticated New Yorker types who don't read comic strips....



"Ignore the signs, kid! Keep going!"

"Water, water everywhere, nor any drop to drink!"—DIANA BARRYMORE

NOTHING BUT THE TRUTH DEPT.

The first person we learn about when we study American History is the "Father of Our Country", George Washington. Every school kid in the land knows that George was uncompromising in his truthfulness and honesty. Which brings us to this article. We got to wondering what George Washington would do if, by some stroke of fate, he were alive today. Naturally, he wouldn't stand a chance of becoming President. Who could go that far in politics and still remain honest? As a matter of fact, he'd probably have pretty tough going in whatever he attempted. For example, can you imagine him as the chief executive of a large Madison Avenue corporation called

THE GEORGE ADVERTISING

ARMSTRONG TIRES'

Ounce of Prevention Grip can save your life

LIFETIME ROAD HAZARD GUARANTEE — not 12, 18, 24 months, but as long as you use the tire . . . subject to very tricky limitations!

Compare the Guarantee Armstrong gives you with that on ordinary tires! (And please note that even though Armstrong is an ordinary tire, we feel otherwise!) "Rhino-Flex" construction makes Armstrong Tires so rugged they are guaranteed for the entire lifetime of the tire (adjustment, prorated for used tire tread) . . . and here's the tricky part, because we prorate off the list price and not off the usual discount price, and we have a clever method for measuring tread-use, so you really wind up paying for a new tire even if it blows out while you leave the showroom!

MAKERS OF ARMSTRONG *Pure-Foam* FOR FURNITURE AND BEDDING — HOME OFFICE, WEST HAVEN, CONNECTICUT

WASHINGTON AGENCY INC.

PICTURES BY JOE ORLANDO

"I cannot tell a lie!"

THE GEORGE WASHINGTON ADVERTISING AGENCY

INTER-OFFICE MEMO

Attention: All Dept. Heads Concerned:
The finalized versions of the following ads are now ready. I have personally checked, edited, and revised them to conform with this agency's policy of honesty and truthfulness. Let me know how the clients react to them.

G Washington

Chairman and Chief Copy-Writer

The fine art of

Staying Lovely

SHE'S quite a composition — this modern woman. For she's learned the art of keeping slim and trim.

Pepsi-Cola is part of her plan, of course. For today's Pepsi, reduced in calories, is never heavy, never too sweet. However, it is only fair to point out that there are many far-less fattening beverages. Space limitations prevent us from listing them all here. But Pepsi is quite tasty, and for those people not on a serious diet, it can be quite enjoyable. Have a Pepsi.

Pepsi-Cola

the Light refreshment

. . . depending on what it is compared to, and how much of it is consumed.

"Out of the mouths of babes oft times come gems!" —JERRY LEE LEWIS

THEY* SAID IT COULDN'T BE DONE—*AND THEY WERE RIGHT!*

PUFF BY PUFF TODAY'S L&M TRIES TO GIVE

Less tars & More taste

"Couldn't be done, couldn't be done." Hardly anyone dreamed that 50,000,000 people would be able to enjoy a "Western"... in their own homes! Of course, no one ever really counted the 50,000,000 people, and no one really knows how many people actually enjoy watching them. It's just that we feel they should. We may be wrong!

Yes, we try, but we don't succeed! Because, actually it's pretty impossible to give you both! Since it's the tars that contribute so much to the flavor, obviously one can't have less tars and more taste. And if we said "More Tars and More Taste," we wouldn't be using our initials!

Improved Filter! When we first decided to bring our L&M, we planned on using a poor cheap filter, but at the last minute, we changed our minds and a slightly better one was used. Thus, L&M does have a really and truly "improved" filter!

Light into the Live Modern flavor ... to L&M

AMANDA BLAKE AND JIM ARNESS TAKE AN L&M BREAK ON GUNSMOKE SET, HOLLYWOOD. THIS IS NOT NECESSARILY INTENDED TO IMPLY THAT THEY ARE SMOKING L&M, NOR THAT THEY EVER DO. THIS MERELY SUGGESTS THEY HAVE TAKEN TIME OUT TO POSE AS PAID MODELS.

*We're still trying to find out who "they" refers to!

SUPREMACY

ALMOST...

No other motor car produced today can match the quality and magnificence of the new Cadillac ... with the possible exception of the Rolls-Royce, which surpasses it in many respects. However, in a Cadillac, no detail of safety and automotive craftsmanship is overlooked—except, of course, where they add nothing to sales or profits. The owner of a Cadillac enjoys a unique feeling of achievement—which is so essential to all of us these days—particularly those of us with deep-rooted inferiority complexes. For the Cadillac, above all else, has snob appeal. Your Cadillac dealer will be proud to show you this fine motor car—the finest made today—taking into account the inherent limitations of mass-production. In other words, you could get a lemon!

CADILLAC MOTOR DIVISION • GENERAL MOTORS CORPORATION

Safety Plate Glass Windows of Cadillacs protect you from rock-throwing peasants.

Cadillac

"Oh, Captain, my Captain! Our fearful trip is done!"—CREW OF ATOM SUB SEAWOLF

CONNED BY THE CANNED GOODS DEPT.

We recently ran across this story in the food section of our local newspaper:

> **ANNOUNCES NEW LINE OF ITALIAN FOODS**
>
> NEW YORK – *(A&P)* The Mama Mia Food Company has brought out a new line of 12 different canned foods. The firm feels that each of the Italian specialties will help fill the need for variety in menu-planning demanded by the American housewife. The 12 varieties are now available in leading groceries and super markets.

Since we're crazy about Italian food, we ran down to our corner store and bought all 12 of Mama Mia's different canned foods. It was only after we put them up on our pantry shelf and studied them that we realized

IT PAYS TO READ THE LABEL

PHOTO BY LARRY MALEMAN

MAMA MIA

"Come live with me and be my love!"—TOMMY MANVILLE

MAMA MIA

MEATBALLS

with
tomato sauce
and
spaghetti

MAMA MIA

TOMATO SAUCE

with
spaghetti
and
meatballs

MAMA MIA

ITALIAN DINNER

with meatballs,
spaghetti,
and
tomato sauce

MAMA MIA

sauce of

RED TOMATOES

with
meatballs
and
spaghetti

MAMA MIA

ANTIPASTO

should precede the
spaghetti, meatballs and
tomato sauce in this can

MAMA MIA

NEAPOLITAN GOULASH

containing
spaghetti and meatballs
with
tomato sauce

MAMA MIA

GARLIC SALT

has been added to the
meatballs, spaghetti and
tomato sauce in this can

MAMA MIA

ITALIAN CHEESE

will go well with the
spaghetti, meatballs and
tomato sauce in this can

MAMA MIA

TIN CAN

containing
spaghetti, meatballs
and tomato sauce

NEL BLUR DIPINTO DI BLUR DEPT.

HAVE YOU NOTICED THIS NEW FORM OF "ARTY" PHOTOGRAPHY
PHOTOS LOOK LIKE BADLY BLURRED PRINTS, BUT TO THE IMAG

Photos of Poe

The most important part of this new art form is the "captioning". Each blurry picture must have a sophisticated and romantic caption to stir the reader's imagination. MAD readers, however, having little or no

PICTURES BY BOB CLARKE

POETRY IN MOTION SHOT

"The eerie majesty of the great city at dawn flows in the graceful arcs of the early few who brave the morning mist to awaken her with their labors."

SAME SCENE, STEADY CAMERA

"Nick 'Slop' Smedley and Charlie 'Crusher' Biddle, Garbagemen, toss a few cans around and raise their usual early morning racket collecting the city's trash."

"Ashes to ashes . . ."—EDWARD R. MURROW

BEING FEATURED BY BIG-TIME MAGAZINES LATELY? TO CLODS LIKE US, THE INATIVE PICTURE-EDITORS OF THESE MAGAZINES, THEY APPEAR TO BE . . .

try in Motion

imagination, must be served even further. So in this article, we not only supply blurry photos with romantic captions, but also clear photos of the same subject with honest captions telling what's *really* going on!

POETRY IN MOTION SHOT

"The haunting beauty of love's eternal groping for fulfillment creates a spinning whirlpool of emotion."

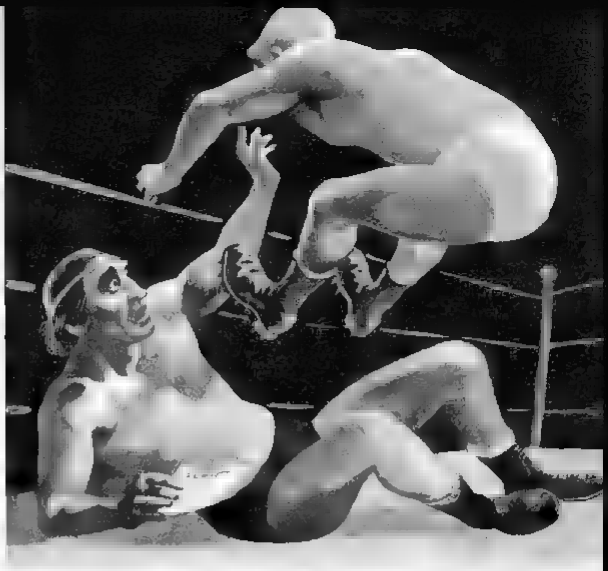
SAME SCENE, STEADY CAMERA

"Sam and Edna Slovenkupp get in a couple of good healthy licks at each other during one of their free-for-alls."

**"Hell hath no fury like a woman scorned!"—DEBBIE REYNOLDS

POETRY IN MOTION SHOT

"A symphony of muscle and sinew in precise coordination surges to a frenzy of eager exultation as athletes in competition reach the climactic moment in their beloved sport."



SAME SCENE, STEADY CAMERA

" 'Strangler' Cowznofski stupidly loses temper instead of match, which 'Indian' Irving was scheduled to win, and is promptly barred from Professional Wrestling for one year."

POETRY IN MOTION SHOT

"The gentle swaying of warm friends at play together is accented by the sudden, irrepressible movement of one of their number."

SAME SCENE, STEADY CAMERA

"The gang at Herman's Saloon laugh it up as gullible old Fenwick Furd passes out after downing a 'Mickey Finn' they playfully switched on him."

"Go West, young man!"—WALTER O'MALLEY

MIRAGE IN THE GARAGE DEPT.

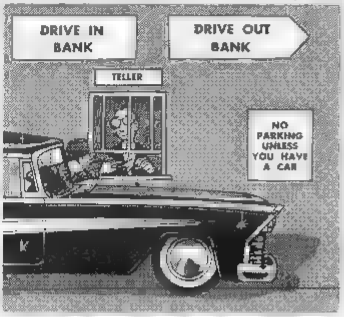
THE UNITED STATES OF AMERICA IS THE ONLY COUNTRY IN THE WORLD THAT PRODUCES

A NEW MODEL CAR EVERY YEAR

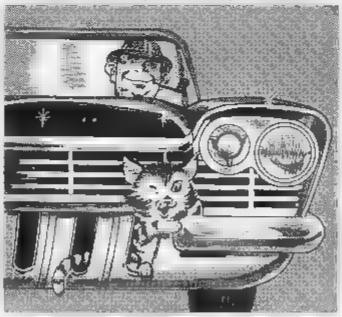
SO, WITH THIS FACT IN MIND, **MAD** PREPARED THE FOLLOWING ARTICLE WHICH ASKS . . .

WHO NEEDS IT?

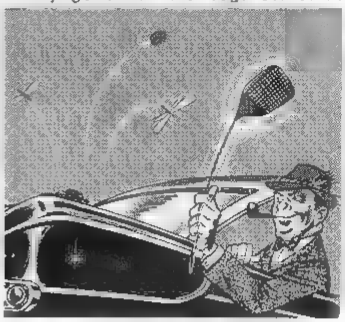
You've just made the final payment on last year's model, and it's all yours!



The 220 HP engine purrs like a kitten because she's just barely broken in.



It rides like a dream, because you've finally gotten all the bugs out of it.



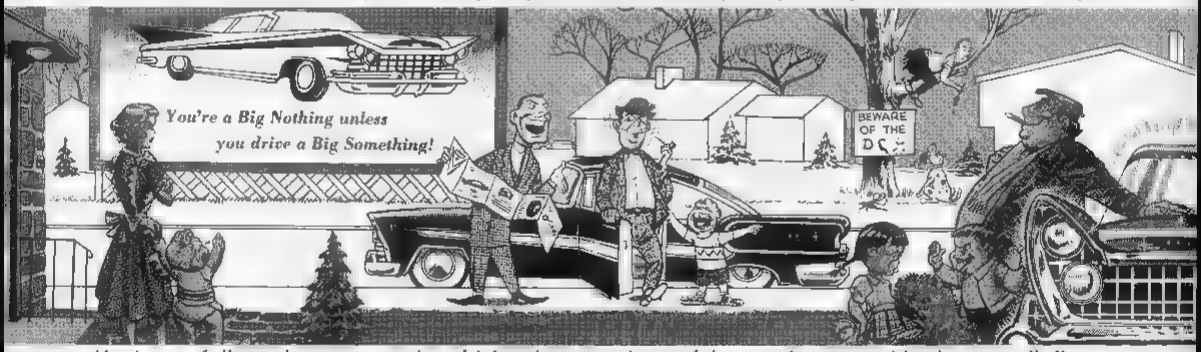
AND YET, AS YOU PULL UP INTO YOUR DRIVEWAY, YOU SUDDENLY GET THE FEELING

YOU'RE A FAILURE!

Because Detroit, through Madison Ave. ads like on that billboard, tells you!

And a New Car Dealer, like the joker waiting on your front lawn, tells you!

But mainly, because your neighbor who just bought that new model, tells you!



You're a failure, because you're driving last year's model car—the one with shorter tail fins, less chrome, fewer lights, and 3249 miles on it. So you borrow on life insurance polices, take a second mortgage on your house, and trade in your last year's model for the latest one! This means

YOU'RE A SUCCESS!

MAINLY, YOU'VE SUCCEEDED IN GOING BACK INTO DEBT FOR $5000, FALLING FOR

"PLANNED OBSOLESCENCE"**

** "Once upon a midnight dreary . . ."—JACK PAAR

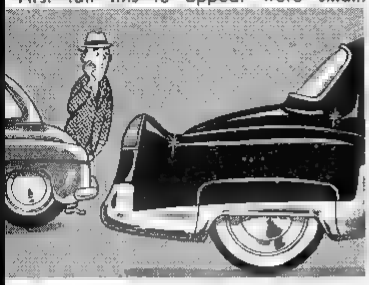
HOW "PLANNED OBS

Each year, car manufacturers spend millions of dollars in engineering, research, and designing in order to find out how *little* they need change the new models so it will be

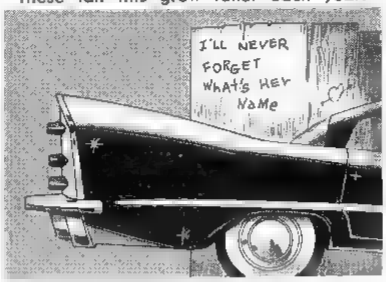
PLANNED OBSOLESCENCE YOU'VE SEEN, AND

FINS

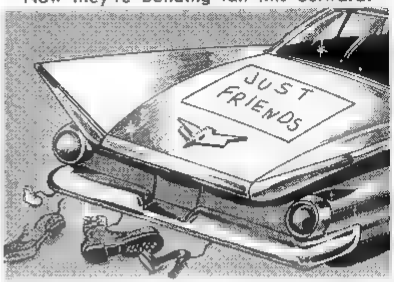
First tail fins to appear were small.



These tail fins grew taller each year.



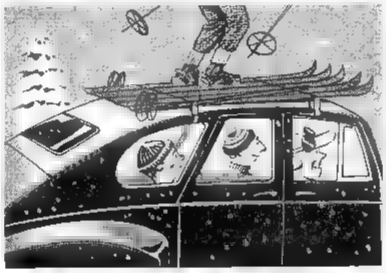
Now they're bending tail fins outward.



GLASS

First autos were metal, with windows.

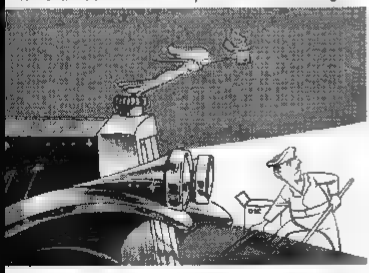
Windows were enlarged, metal reduced.



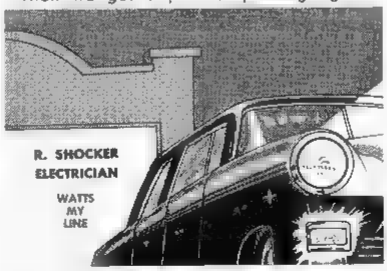
Today, windows almost go all around.

LIGHTS

It started with a pair of headlights.



Then we got a pair of parking lights.



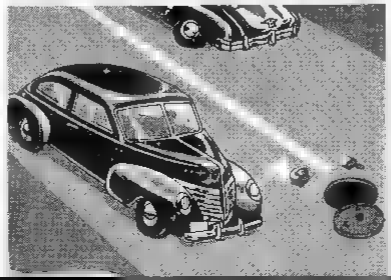
Todays cars have doubled up on this.

... "The course of love never did run smooth."—PETER TOWNSEND

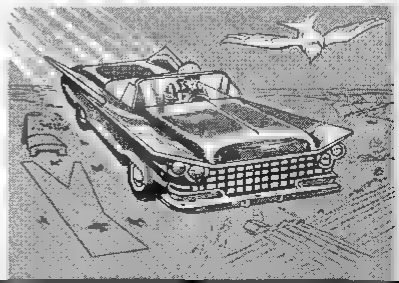
CHROME

First cars were all paint, no chrome.

Gradually, more chrome trim was added.



Today chrome and paint are about equal.



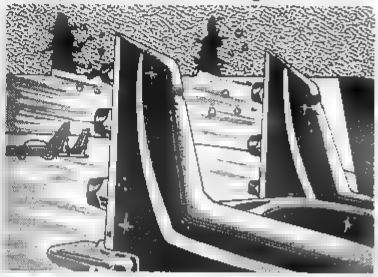
OLESCENCE" WORKS

obvious at once that you're still driving that *old* model, and therefore you're a cheap, slobbish, no-good failure! These slight changes are known as "Planned Obsolescence"!

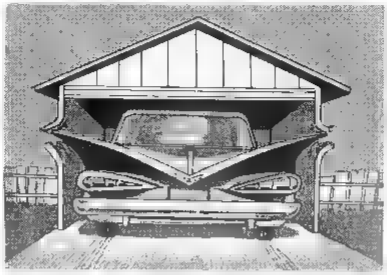
PLANNED OBSOLESCENCE YOU'LL BE SEEING

STORY AND PICTURES BY DAVID BERG

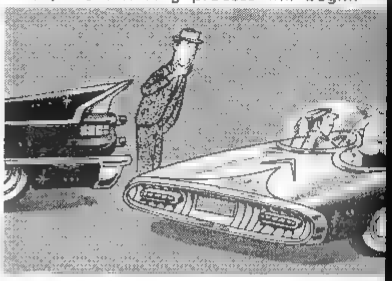
Overpasses will limit height of fins.



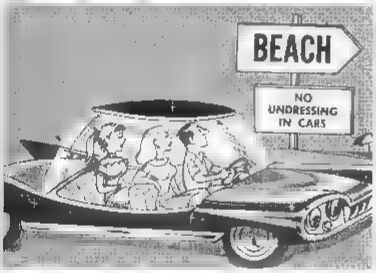
Garage widths will limit outward lean.



Then, the shrinking process will begin.

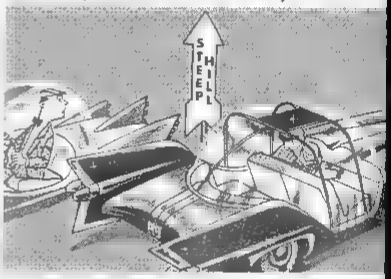


Finally, metal posts will be removed.



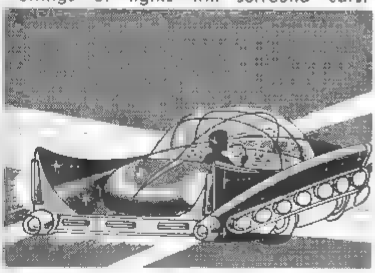
And we'll drive around in fish bowls.

Until they introduce new safety metal.

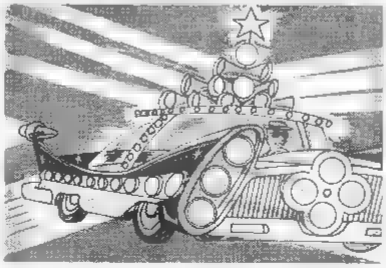


** "Out, out, brief candle!"—LIBERACE

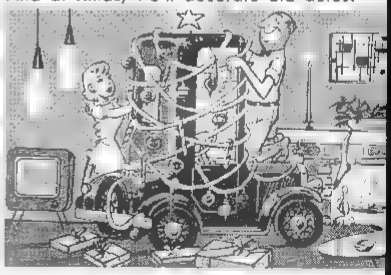
Strings of lights will surround cars.



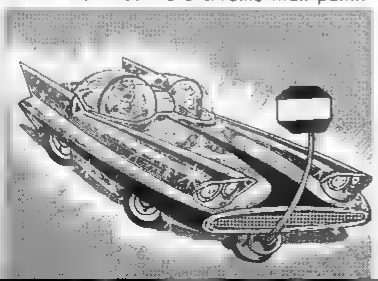
Then, they'll start up over the roof.



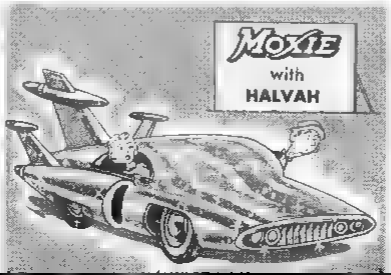
And at Xmas, we'll decorate old autos.



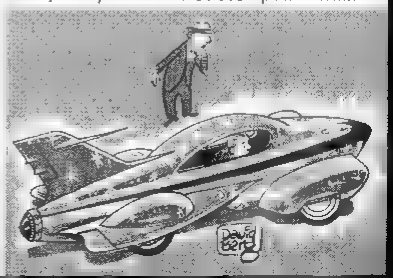
Soon we'll see more chrome than paint.



Till we finally arrive at chrome cars.



Then, they will introduce paint trim.



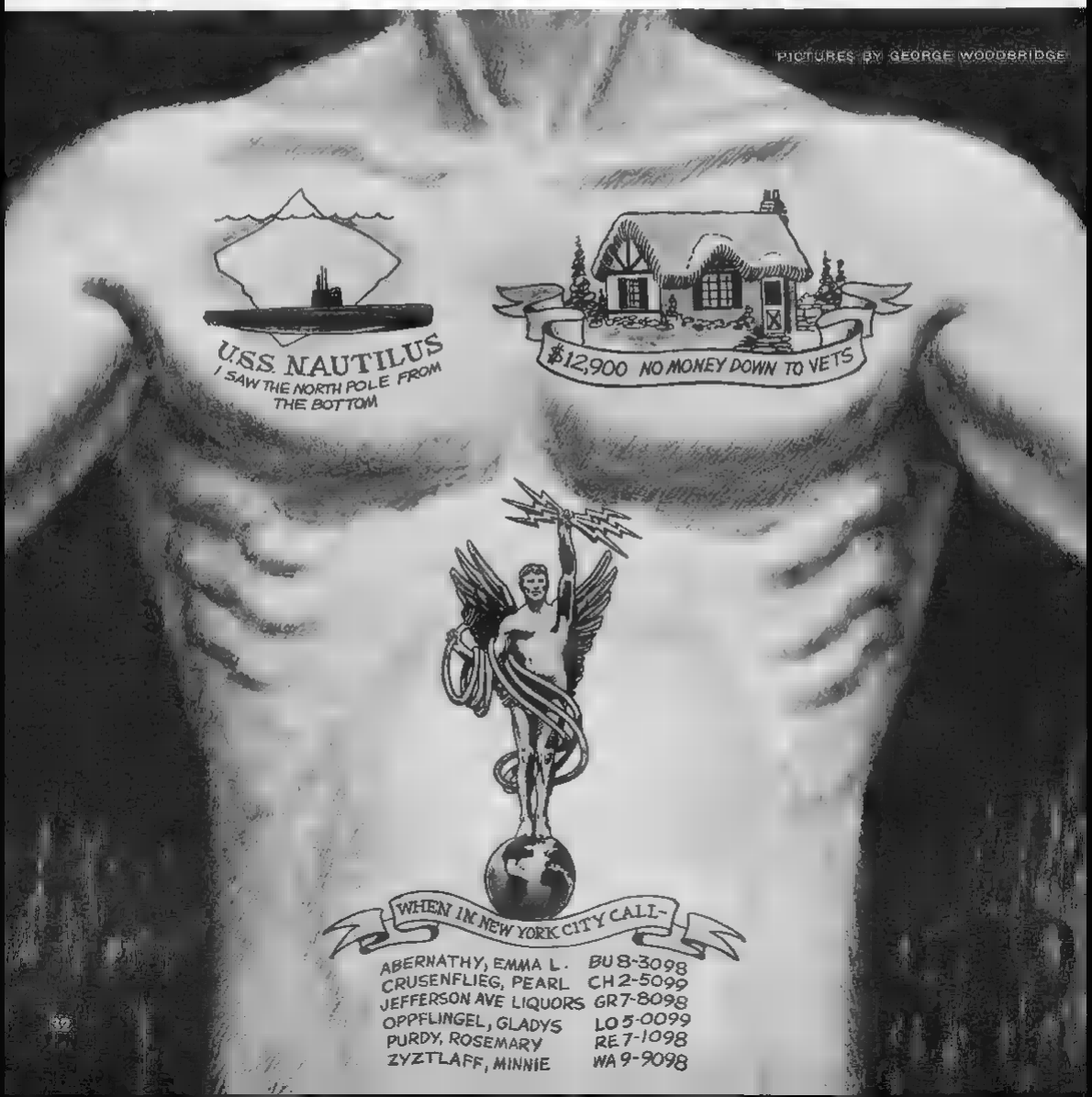
COME INTO MY PARLOR DEPT.

** "There's a Divinity that shapes our ends!" —VIKKI DOUGAN

With most of American businesses enjoying prosperity, the ancient profession of tattooing is on the rocks. Thousands of unemployed tattoo artists are walking the streets with their needles poised, and no one to stab. MAD feels that the real trouble lies in the fact that old tattoo designs have become outmoded, and nobody has come up with new ones to take their place. George Woodbridge (who is thoroughly familiar with needles) was assigned the problem, and now

TATTOOING
GETS A SHOT IN THE ARM

PICTURES BY GEORGE WOODBRIDGE



MOTHER
RAINIER
GRACE
MOM
1959
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40
MILWAUKEE
TO
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VOLKSWAGEN
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Blessed
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I JOINED THE
NAVY
AND
SAW THE
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EVERYTHING
IS COMING
UNHINGED
The
CREATURE
FROM 40,000
FATHOMS
TECHNICOLOR
CINEMASCOPE
FURD-A-O
GOODRIDGE

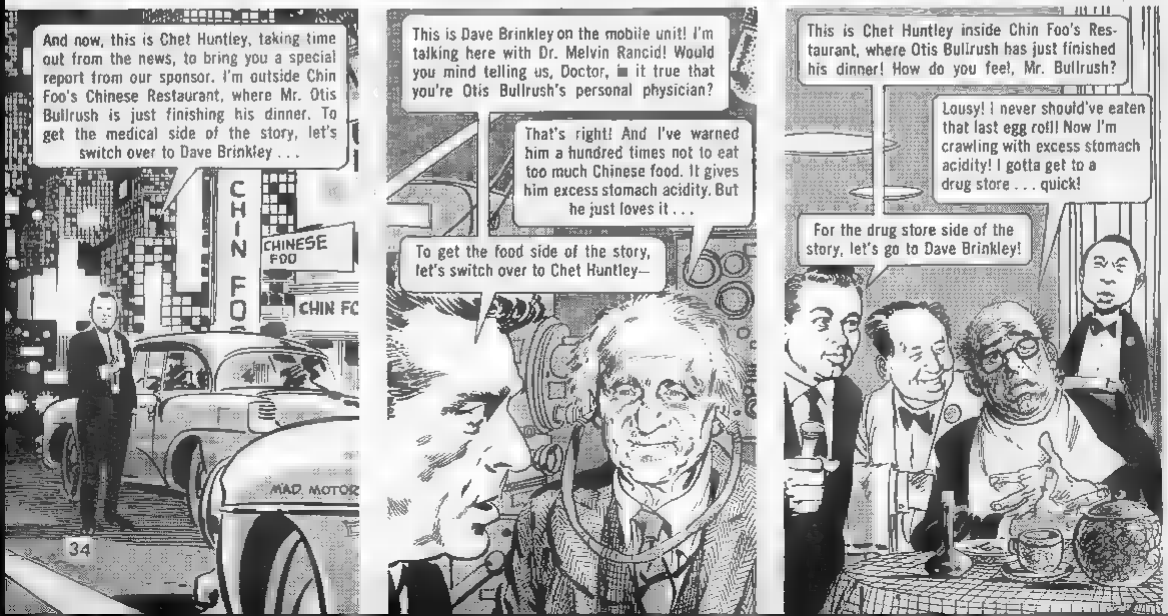
SO IT WON'T UPSET YOUR STOMACH DEPT.

MAD has figured out why people can't stand TV commercials. It's because the same sponsor keeps making the same pitch on different shows. It makes no difference what kind of program it is, all we ever get to see is that same tired commercial. With this article, MAD offers TV

TV COMMERCIALS T

The Weather Report Commercial

The News Report Commercial

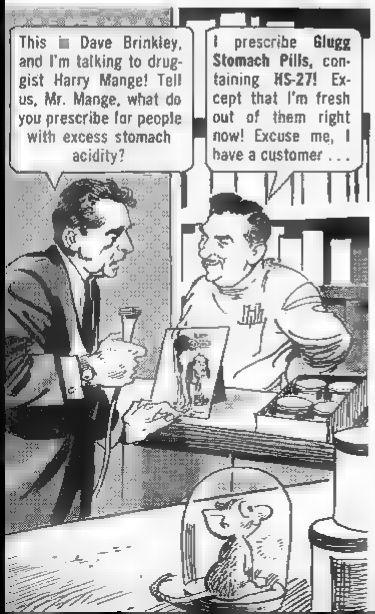


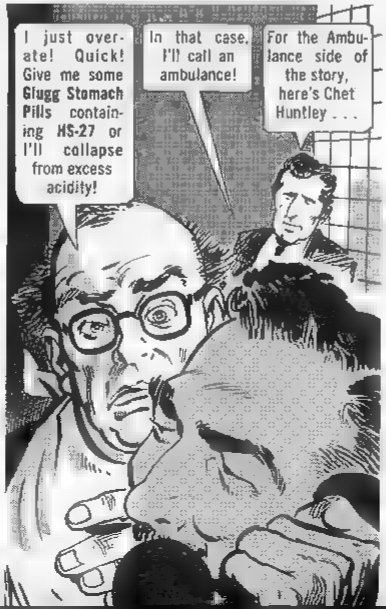
sponsors a suggestion. Once the viewer's been put into the mood of a particular show, why not give him a commercial that will appeal directly to that mood? F'rinstance, here's how the makers of Glugg Stomach Pills could advertise their product with a set of entertaining

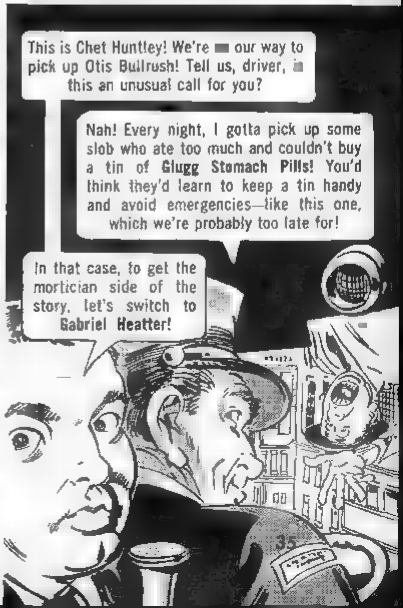
MATCH THE SHOW

PICTURES BY MORT DRUCKER

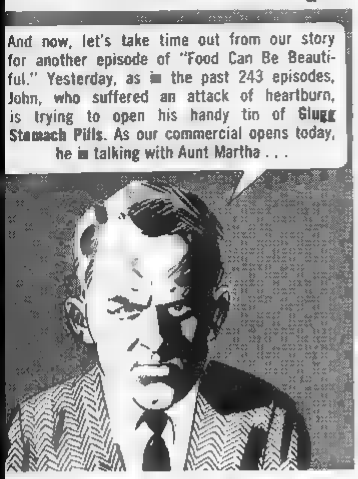
". . . 'I come to bury Caesar, not to praise him!'—NIELSEN TV RATINGS

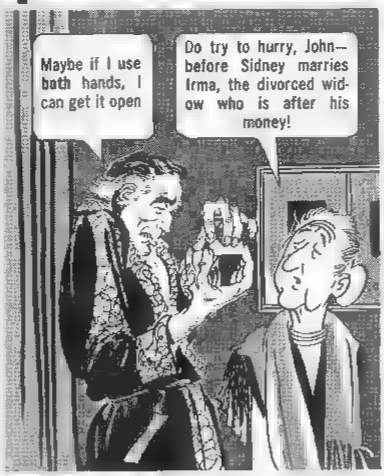




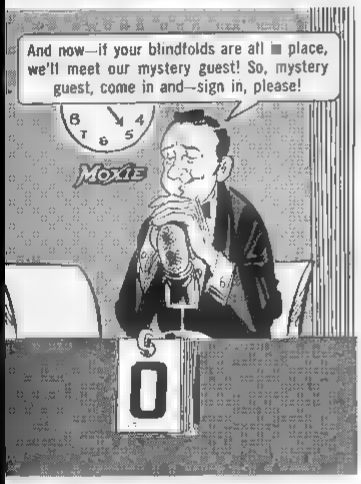


The Soap Opera Commercial

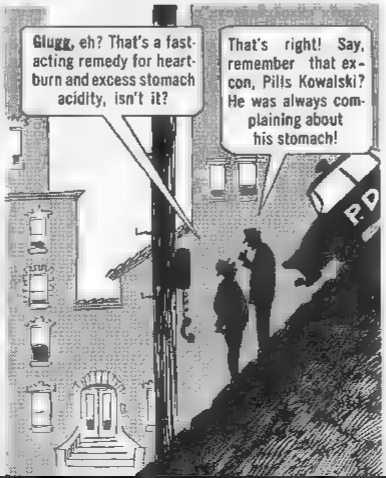


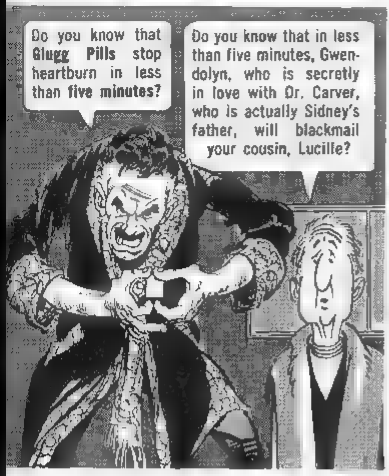


The Panel Show Commercial

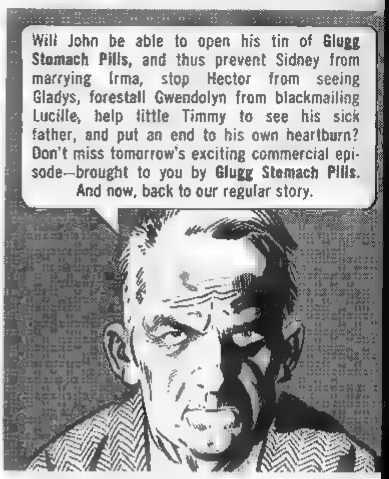


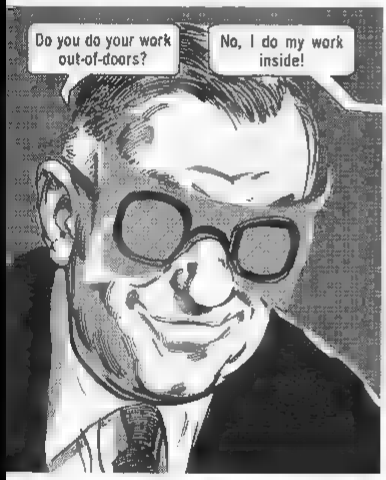
The Detective Show Commercial




Do you know that **Glugg Pills** stop heartburn in less than **five minutes?**
Do you know that in less than five minutes, Gwendolyn, who is secretly in love with Dr. Carver, who is actually Sidney's father, will blackmail your cousin, Lucille?

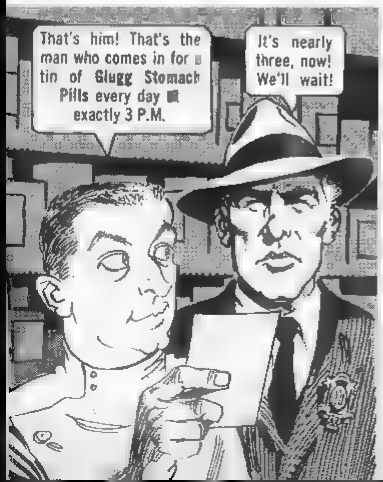
If I could get it open, I'd be able to show you the word **GLUGG** stamped on every pill!
You'd better get it open, or else little Timmy, the orphan, won't be able to visit his father in the sanitarium!


Will John be able to open his tin of **Glugg Stomach Pills,** and thus prevent Sidney from marrying Irma, stop Hector from seeing Gladys, forestall Gwendolyn from blackmailing Lucille, help little Timmy to see his sick father, and put an end to his own heartburn? Don't miss tomorrow's exciting commercial episode—brought to you by **Glugg Stomach Pills.** And now, back to our regular story.

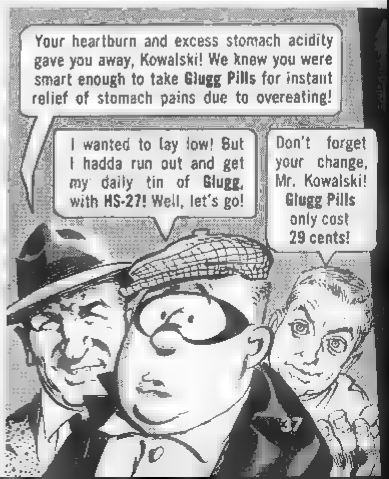

Do you do your work out-of-doors?
No, I do my work inside!

Does it take a long time for you to go to work?
Not at all! I go work to bring instant relief in less than five minutes!

Are you a **GLUGG STOMACH PILL?**
That's right! Just take two me, and I'll instantly stop those stomach pains you've gotten from watching this sickening show!


That's him! That's the man who comes in for tin of **Glugg Stomach Pills** every day exactly 3 P.M.
It's nearly three, now! We'll wait!

This heartburn is killing me! Let me have a tin of **Glugg Pills** . . .
Don't move, Kowalski! You're trapped . . . thanks to **GLUGG STOMACH PILLS!**


Your heartburn and excess stomach acidity gave you away, Kowalski! We knew you were smart enough to take **Glugg Pills** for instant relief of stomach pains due to overeating!
I wanted to lay low! But I hadda run out and get my daily tin of **Glugg,** with **HS-27!** Well, let's go!
Don't forget your change, Mr. Kowalski! **Glugg Pills** only cost 29 cents!

FIRST LOVE DEPT.

Although St. Valentine's Day is dedicated to love, like love of sweetheart, love of family, love of friends, and love of love, it seems to us that there is a crying need for Valentines dedicated to the greatest love of all... mainly the love of money. That's why MAD suggests that money-making firms and organizations ought to send out...

BU$INE$$

Oh, Valentine, we're forced to say
Unless you raise the cash and pay
Your last "installment overdue,"
That we will have to visit you
And dispossess you of your car,
Your Frigidaire, your built-in bar,
Your Hotpoint Range, your house, your wife,
And "5 to 10 years" of your life!

The Friendly Finance Company

We friendly folks have found the time
To "undertake" this note in rhyme,
And say that when we finally meet,
You'll find our "service" can't be beat;
Our customers have every "rite,"
And so, though things may now look bright,
Eventually, in "oak" or "pine,"
You're bound to be our Valentine!

Magnolia Funeral Parlors

AH, VALENTINE, I VELLY SAD:
YOU TREAT POOR CHIN LEE VELLY BAD:
YOU NO SEND HIM YOUR SOCKS, YOUR SHIRTEE,
WHEN THEY SOILED AND VELLY DIRTY:
PLEASE SEND ALL CLOTHES TO CHIN TO CLEAN:
HE WASH BY HAND, NO USE MACHINE:
BUT DON'T LOSE LAUNDLY SLIP, OH GOSHEE!
■ TICKEE MEANS YOU GET NO WASHEE!

Chin Lee's Hand Laundry

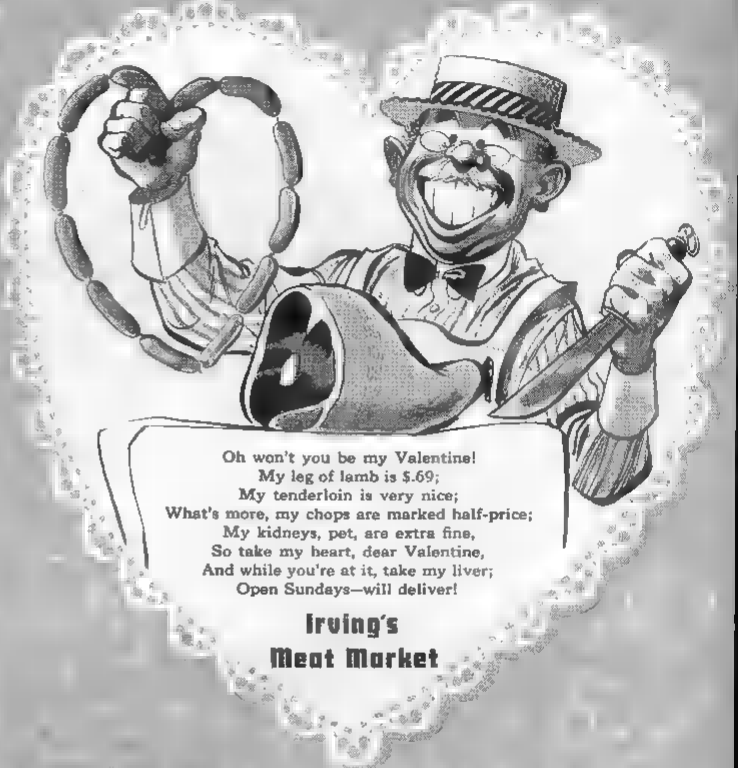
We've got your number, Valentine,
Although it may surprise you!
Your car was clocked at sixty per,
And now we must advise you
To pay a fifteen dollar fine
(Today would be convenient);
Next time we catch you, Valentine,
You'll find we're not so lenient!

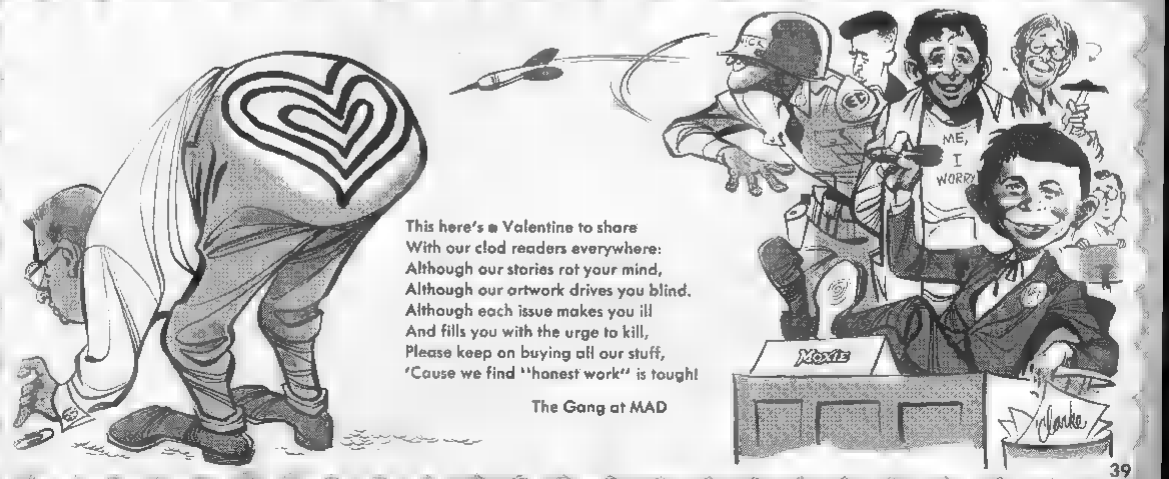
CITY POLICE DEPARTMENT

Valentines

PICTURES BY BOB CLARKE

TEXT BY FRANK JACOBS





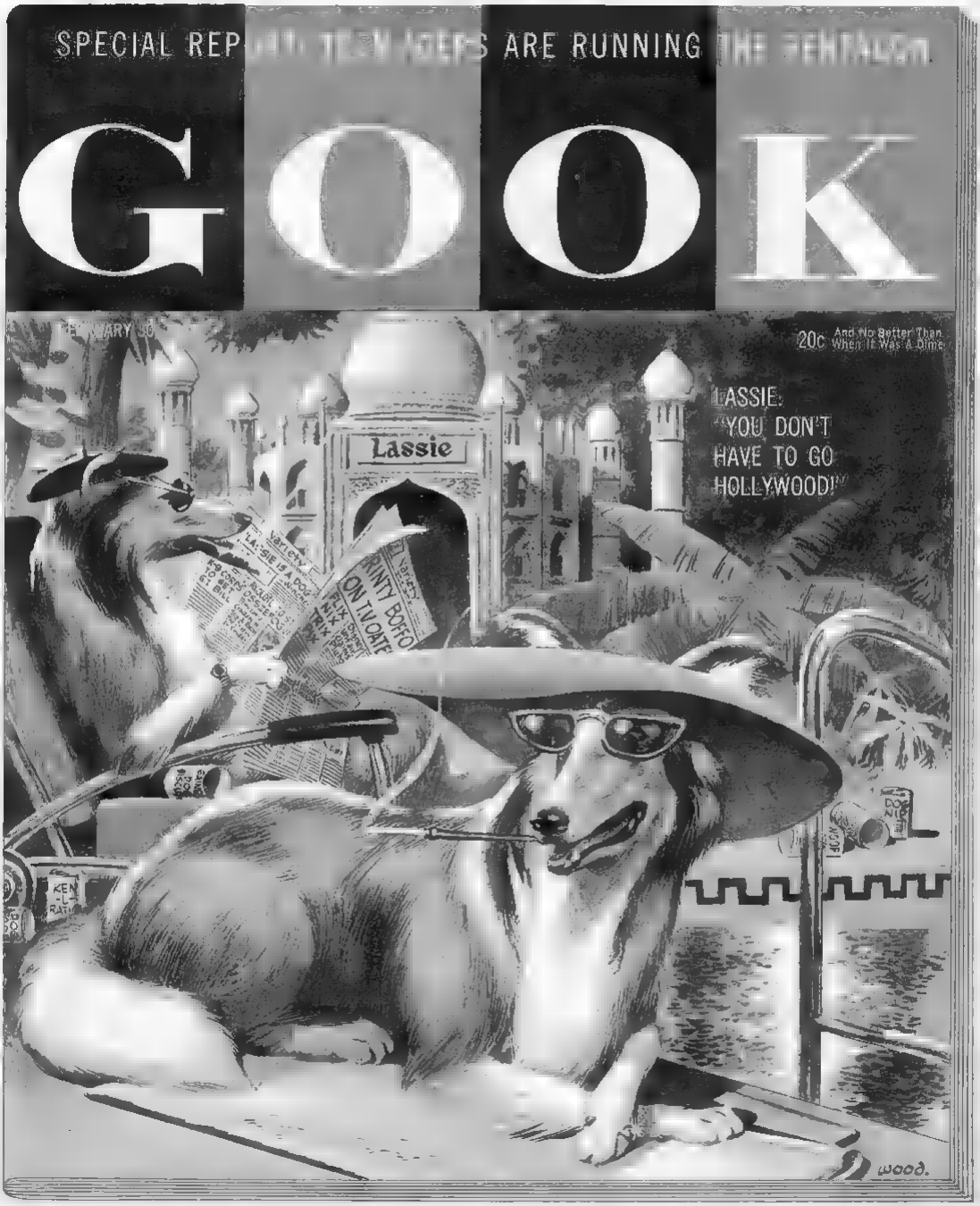
"A horse! A horse! My kingdom for a horse!"—JOE E. LEWIS

And now, here is a nauseating tale about a nauseating character, as told by Don Martin, a nauseating artist!

Professor Bleent In Africa

• • "Cursed be he that moves my bones!"—LASSIE

In answer to many requests from the Editors (of LIFE), MAD now brings you its own version of that great national magazine which comes out every two weeks, and appears to us to be crammed from cover to cover with plain old



"... is this the force that launched a thousand ships?"—ALFRED E. NEUMAN

DESTROY RODENTS QUICKLY

Regardless of what you may hear, rats are no darned good. They gnaw holes in stuff, including people. They make lousey pets in addition. Don't be like ■ many unenlightened home owners who say, "Well, sure! I mean it's like you say about rats! You know, like it's awful to have them around! But I mean, whadya gonna do?" Now rats can be eliminated quickly and permanently with **GO-RAT,** the amazing new liquid rodent-killer accidentally discovered by the Grepsi-Cola Co. See your neighborhood phrenologist or steel tubing fabricator today and

ASK FOR:

GO-RAT

LETTERS TO THE EDITOR

How It Looks To Teen-Agers

I'm gladda see youse creeps hadda nerve ta print somptin like *Teen-Agers Aren't All Bad* [GOOK, December 16]. Us kids been gettin bum-rapped all over da lot by dem high-brow magazines like Peek and Whisper and Readers Digest and, you know, like dat. It's nice ta know dat us law-abidin teen-agers got somebody ta shoot off dere big fat mouths wit our side of da story fer a change, and any time you wan us we should take care of your competition, like fer instance LIFE, wit a well-placed bomb, jus say da woid.

NASTY SCHLEWENSKI
Brooklyn, N. Y.

I disagree violently with the views taken in your recent article *Teen-Agers Aren't All Bad.* I happen to be ■ 23-year-old teen-ager myself, and I can assure you that every last one of us is rotten to the core.

AMY LU PFLIEDNIK
Backwater, Mo.

Our thanks to you for your forthright and sober article *Teen-Agers Aren't All Bad.* We are two brothers, ages 15 and 17 respectively. The article has done much to change our lives by opening our parents' eyes to the truth about teen-agers. In fact, next week, they're letting us buy long pants.

MELVIN and IRVING KLONKK
Moxie, Vt.

Look-Alikes

I read all the junk I can get ahold of that comes out about Hollywood, and was especially interested in your recent article about them foreigners in American pictures [*European Sports Cars in the Film Capital,* GOOK, December 16]. I couldn't get over how much that Brigitte Bardot looks like me, only older. I'm enclosing a picture of myself for your enjoyment. It was taken about two years ago, but I still look the same except with more acne.

FRANCINE SCWINE
Dust Bowl, Ariz.

Views On The Atom

All of us here in Milwaukee were thrilled over your recent story about the Braves [*What Will Atomic Radiation Do To Our Children?* GOOK, December 2]. I've been a Braves fan ever since they moved here from wherever they came from, but never realized until reading your article that Warren Spahn is really ■ woman. Give us more continued on page 4

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WHAT ARE THEY SAYING

Brigitte Bardot,

"French actress **Brigitte Bardot,** discussing her talents as a film star: "It must've been something I ate."

Secretary of State **John Foster Dulles,** commenting on the current state of East-West relations: "All's well that ends well . . . I hope."

All-Time-Big-Winner **Elfrida Von Richtofen,** in reply to questions concerning the current investigations into alleged subterfuge and collusion between producers and participants of TV Quiz Shows: "Ah . . . would you please repeat that question again—in English?"

Senator **Styles Bridges** of New Hampshire, upon entering the elevator of a brand new New York City office building: "Fourteen, please!"

Actress **Debbie Reynolds,** answering a persistent reporter's queries about her feelings toward Elizabeth Taylor: "Would you mind getting your foot out of the door?"

Hub Cap Tightener **Stubby Flobnik,** speaking at a lodge smoker: "So the farmer's daughter crawls up on top of the bookcase an' sez, 'Really, sir! What kind of a girl do you think I am?'."

Actor **Mickey Hargitay,** appraising the role of women in the world today: "The hand that rocks the cradle rules the world."

Convicted Killer **"Mad Dog" Lautenschlager,** upon entering the gas chamber at San Quentin: "This ain't the way I planned it at all!"

Actress **Zsa Zsa Gabor,** dining at New York's 21 Club: "Medium rare on the steak, and Thousand Island Dressing on the salad."

Author **Melvin Cowznofski,** whose biography of President Franklin Pierce is filled with inaccuracies: "I never sit down to write that I don't . . . Well, I suppose I shouldn't say 'never' . . . But I seldom sit down to write that I don't . . . come to think of it, it isn't 'seldom' either. I guess I do it all the time."

Lebanese Rebel-Leader **Hassen Ben Abdul,** facing a firing squad in Beirut: "H-a-a-a-a-a-a-a-a-a-a-a-a-a-a-l-l-l-l-l-l-p!"

Chinese Premier **Mao Tse-Tung,** whooping it up at an Egg Foo Yung supper in Peiping: **我 餓 得 很 餓 不 餓**

Rock n' Roll Singer **Dickie Lee Loftus,** giving reporters a preview of his latest record release: "Hubba dubba dubba, I'm a rabbit in a chestnut tree. Hubba dubba dubba, I'm a rabbit in a chestnut tree. So be my rockin' bunny and come up and play with me. Hubba dubba, hubba dubba, hubba doo-de-doo. Yeah!"

"A thing of beauty is a joy forever!"—ARTHUR MILLER

RAISE RODENTS EASILY

Regardless of what you may hear, rats are a blessing to any home. They scare away stuff, including people. They make fine pets in addition. Don't be like so many unenlightened home owners who say, "Well, sure! I mean it's like you say about rats! You know, like it's good to have them around! But I mean whatdya gonna do?" Now rats can be cultivated and encouraged to multiply with **GROW-RAT,** the amazing new rodent diet supplement accidentally discovered by Schwenly Distilleries. See your neighborhood locksmith or frogman and

ASK FOR:

Grow-Rat

PICTURES BY WALLACE WOOD

NORMAN VINCINT SPIEL

Answers them questions

Q *Please help me before I go out of my mind. I suspect my wife of having an affair with another man behind my back. Lately, whenever I come home from a trip on the road a day or so earlier than expected, I find cigar butts in the ashtrays and cocktail glasses all around the house. And there have been so many times recently when I have entered the kitchen quietly, and my wife has quickly hung up the phone. Not to mention those nights when she says she is visiting her mother, and doesn't come home till 3 AM in the morning. What can I do? Where can I turn?*

Jealousy is a terrible disease that pollutes the mind and sours the spirit. Do not let it destroy you, as it has so many other unfortunate people. Often, there are simple and logical explanations for what we find so suspicious. You say you are on the road a lot. Perhaps your wife is lonely, and smoking cigars and drinking cocktails helps her to pass the time. Suppose she is planning a surprise party for you; wouldn't she hang up the phone quickly if you entered the room? And you know how women can talk far into the night! You ask me what you should do and where you should turn? I say you should turn to Faith. Sidney J. Faith. He's a good private detective, and it looks like you need one because those logical explanations I gave you don't even convince me!

Q *I am an accountant for a large business firm. For some time, I have been aware that my employer has been making large cash sales and pocketing the money, keeping a separate set of books, faking petty cash slips, padding expense accounts, and generally cheating the Government out of thousands of dollars in income taxes. This has bothered me to the point where I cannot sleep nights. I have developed a strong resentment toward my employer because of what I know. What should I do? If I go to him, and tell him what I know, I'll surely be fired.*

If you go to your employer honestly and forthrightly and tell him what you know, you will surely not be fired. You will not be fired mainly because you know too much! Just lay your cards on the table. Once your employer cuts you in on the "take" you will begin to sleep nights again, and your resentment toward him will fade.

Q *I have been having a running argument with my girl friend. She insists that necking is wrong, and I say it's okay because everybody does it these days. But she just keeps on running. And I'm getting tired of chasing her.*

How can I straighten her out?

A well-placed shot in the solar plexus will effectively straighten your girl friend out, but it won't solve your problem, mainly because it's no fun necking with a girl who's unconscious. Get her to stop running long enough to feed her a couple of dry martinis, and you'll accomplish what you want to do.

Q *Do you believe that the present manic-depressive element in modern literature is due to the retreat of a suppressed libido into the realm of ultraconscious mysticism which has resulted in the atavistic reversion to heroes motivated by so-called base-impulses? Or do you believe that this is an unconscious reversal in protest against Victorian romanticism?*

There's no doubt about it.

GOOFING OFF

One of the most pressing problems facing human beings today is the universal desire to "goof off", to "let George do it", to escape from our responsibilities as breadwinners, homemakers, students, and heads of government.

If we are to accept the premise that man is basically a lazy slob, and this we all know from personal experience, then we must also accept the fact that goofing off is a natural tendency, commensurate with nose picking and gathering belly-button lint.

Once this truth is established, and the guilt associated with goofing off is dispelled forever, man will be free to move on, unfettered, toward the glorious goal he seeks of self-destruction and extinction. That is, if the Hula-Hoop don't get him first.

Q *It never ceases to amaze me how a man like you can find the energy to do all the things you do. You write magazine articles, books, columns, you give lectures, offer counsel, and all this aside from your regular duties as a Howard Johnson car hop. What is your secret? Most of us can't even find time to do our daily tasks.*

Love is the driving force that guides our hands, our thoughts, our hearts. Love is the source from which all energy flows. Without love, man has no purpose, no meaning in his life. As I gaze through the French doors that open onto my terrace overlooking Central Park, and the sound of my stereophonic hi-fi set wafts through my seven-room penthouse duplex apartment, I know that there is love in my heart, and it is this love I have that gives me the energy to do all the things I do. Mainly, this love I have for money.

COPYRIGHT, 1959, BY NORMAN VINCINT SPIEL
(AND HE'S WELCOME TO IT!)

Address your questions to:
Norman Vincint Spiel
GOOK Magazine
And then tear them up, because he makes up his own.

"If you have tears, prepare to shed them now!"—COLLECTOR OF INTERNAL REVENUE

THE STORY BEHIND THE PAINTING...77

Albrecht Von Neuman

AN ITCH TO PAINT THAT HAD TO BE SCRATCHED

ALBRECHT VON NEUMAN was only 14 when he painted the above masterpiece: "Self-Portrait of a Hot Shot Artist." But already, his sloppy brushwork, his muddy colors and his lack of perspective were obvious. Even at 14, it was obvious that Von Neuman was destined to be a lousy painter.

He was born in Garstenpfluger-Partminklachter, Germany, c. 1412, the third son in a family of five children, all the rest of which were girls. Little is known of his father, which is probably just as well. We do know, however, that Albrecht was apprenticed to a candlesmith at the age of eight, and that he soon became known as the best tallow-dipper west of Essen. In fact, his apprenticeship was not yet over when he was allowed to assume the duties of a journeyman wick-snipper.

Journals of the day tell how he became a favorite of the candlesmith to whom he was apprenticed. A big, jovial man named either Pfeiffer or Raunch, he was fond of dealing young Albrecht rabbit punches to the back of the neck and crying out, "Du bist ein dumkopf, Albrecht."

Despite his success in the candlery, Von Neuman's real interest was in Art. Art, however, had too many other things on his mind to be interested in Von Neuman. So at the age of 12, young Albrecht took up painting instead.

At the outset, he sensed that he had a real flair for portraiture, but lacked the funds to hire a model. The few who volunteered their services free soon changed their minds when they witnessed his leer as he told them that he wanted to paint them in the nude.

Thus, with no model available, he was forced, instead, to paint landscapes in the nude. He was arrested several times for doing this, and, finally, in a fit of depression, he painted his self-portrait that appears on this page.

Though he painted some 500 pictures in later life, the self-portrait remains his worst effort. The original now hangs in a grain silo near Vermillion, South Dakota.

Von Neuman had the singular honor of being the only painter of his period to be ignored by both the Grand Doge of Venice and the Duke of Antwerp. He accepted this social slight philosophically, by killing himself in 1467.

Albrecht Von Neuman's self-portrait (3¾" x 5-7/16", Crayola on flypaper) hangs in a grain silo near Vermillion, North Dakota, stupid!

• • "The apparel oft proclaims the man!"—RO[redacted] HALL

$200 DOWN

BUYS RETIREMENT SECURITY IN PORT ALLIGATOR, FLORIDA

"I have inspected Port Alligator, Florida, and heartily recommend that all you poverty-stricken old couples thinking of retiring to California move there instead!"

— Hon. Goodwin Knight

Yes, Governor Knight of California, and dozens of other civic and business leaders have visited Port Alligator and endorse it as the ideal spot to stash away our senior citizens. Consider a future for yourself and your loved ones in Port Alligator NOW — while lots under only a few feet of water are still available!!

Port Alligator Retirement Estates

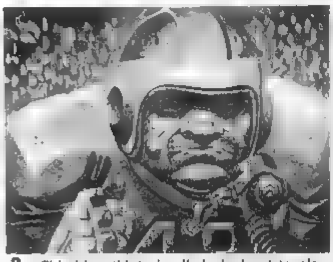
Write to our field representative on the scene for complete details.

Permanent Address:
P.O. Box 154
Port Alligator, Fla.

Current Address:
Furd Malaria Hospital
Miami, Fla.

PICTOQUIZ

1 Unlikely to return to Venezuela this year is:
(a) An F-101-Y (c) A glockenspiel
(b) Swedish modern (d) North Dakota

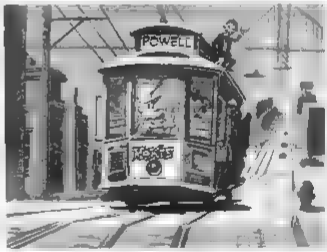


2 This big athlete is all decked out to play:
(a) Buck euchre (c) Dead
(b) With girls (d) Hamlet

3 This fashionable young matron is wearing:
(a) Cheap perfume (c) Mismatched garters
(b) No girdle (d) Swanson's Ointment

4 This World Series hero is best known for:
(a) Beating his wife (c) His dirty T-shirts
(b) Welshing on bets (d) Drinking Vitalis

5 A Washington, D.C. tourist mecca, this is:
(a) Made of bronze (c) Ulysses S. Grant
(b) A statue (d) Free to the public



6 A San Francisco sight, this cable car goes:
(a) Up Powell St. (c) About 20 M.P.H.
(b) Down Powell St. (d) Clang-clang

7 A type of modern architecture, this house is:
(a) Not paid for (c) Condemned
(b) A firetrap (d) For sale

8 Lovers of primitive art will know this is:
(a) In lousy taste (c) Over-priced at $3
(b) A cheap imitation (d) From hunger

To test your skill at recognizing pictures of people, places and things, try this Pictoquiz. Score 5 points for each correct answer. A score below 60 clearly indicates you are a clod. 70 is very poor, 80 is pretty poor and 90 or above is impossible.

9 A timeless art classic, this was painted by:
(a) The window (c) 1827
(b) Candelight (d) Gosh

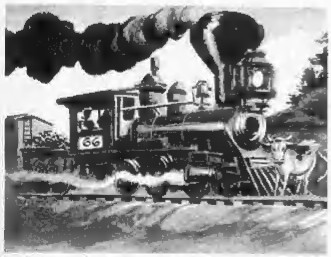
10 Kilmer wrote: "Poems are made by fools like:"
(a) You (c) Them
(b) Us (d) Carl Sandburg

11 This movie newcomer is best known for her:
(a) Poetry (c) Water Colors
(b) Inventions (d) Affairs

12 Movie fans should know that this man is:
(a) Leaving (c) Wearing his hair over his face
(b) Backing up (d) Mad at the photographer

13 This instrument, seen in every band, is a:
(a) Bent trombone (c) Brass cello
(b) Folding clarinet (d) Midget's Tuba

14 This famous little comic strip character is:
(a) Nauseating (c) Wearing poker chip monocles
(b) 46 years old (d) Getting Social Security



15 This picturesque, old-fashioned train is:
(a) Uncomfortable (c) Not air conditioned
(b) 73 years behind schedule (d) A N.Y. Subway

16 This distinguished, world-famous youth is:
(a) A mistake (c) In the lower 10th of his class
(b) Ridiculous (d) Trying to join the human race

PICTOQUIZ ANSWERS

(See this page, stupid!) 1. (b) Omaha; 2. (a) It only hurts when I laugh; 3. (d) Your father's moustache; 4. (a) Necking; 5. (c) Don't bring Lulu; 6. (b) To hold up his pants; 7. (a) Not that you could notice; 8. (d) He took a dive; 9. (c) To get to the other side; 10. (b) U.S. 66 until you get to Amarillo; 11. (c) Nov schmoz ka pop; 12. (a) I only meant to scare him; 13. (d) Your sister wears Army shoes; 14. (b) Fry two over easy; 15. (a) The Confederacy lost; 16. (c) Yes, but his beard hides it.

KHRUSHCHEV

Ready and willing . . . but unable. Full of ambition . . . but still a clod. Which way do you turn when you are the brother of Nikita Khrushchev, the most powerful man in Russia? How can you hope to become a successful vodka bootlegger when the eyes of the world are always upon you? These were the questions faced by Melvin Khrushchev. In the next issue of GOOK, Mel reveals how his banishment to Siberia finally solved the problem of his rivalry with his famous brother.

* * * * * *

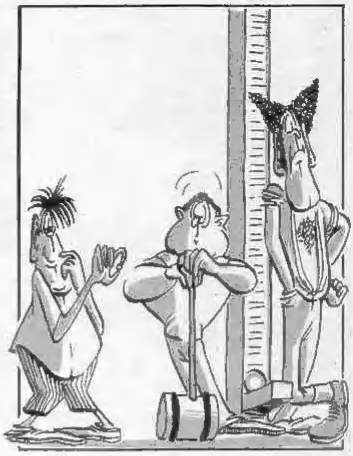
What can we expect from Costa Rica? Is this unheralded neighbor to the south merely biding its time until we all get too drunk to resist invasion? You won't want to miss Tim Cocaine's revealing story in the next issue of GOOK entitled: "Boy, Are We in a Fine Kettle of Fish."

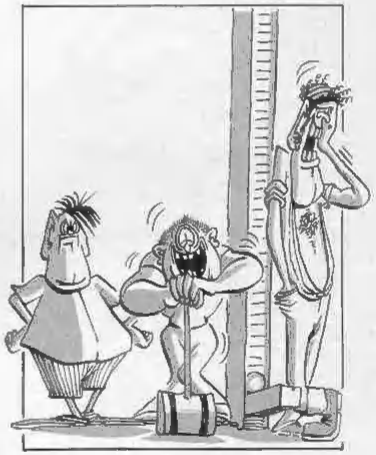
* * * * * *

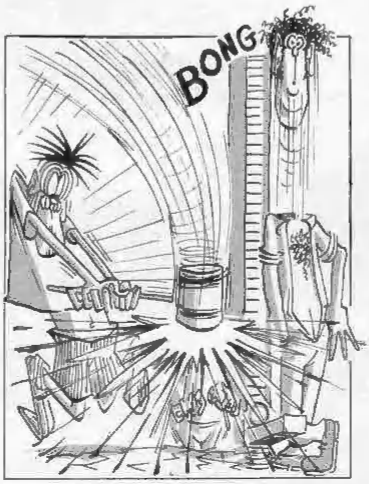
Also the Kansas City Athletics tell how they never got a chance to throw the last World Series . . . Industrialist Bubby Hammerfling reveals his plans for building a small economy car to sell for only $6000 . . . and Dr. Claude Writher explains, a full year late, how to spot the symptoms of Asian flu These and many more fascinating articles in the March 14 issue of GOOK, on sale April 9.

For his last offering, Don Martin illustrates a tale that's bound to ring a bell with you. It happened to Don . . .

In An Amusement Park







"Ah! There's the rub!"—SLOAN'S LINIMENT

HEY, RICH KID!

(Real Advertisement)

DON'T BE ASHAMED BECAUSE YOUR OLD MAN MAKES A PILE!

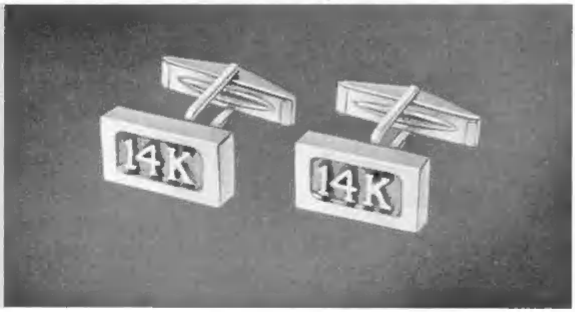
BE PROUD YOU'RE RICH!

SHOW OFF

WITH GENUINE 14 KARAT

GOLDBRICK CUFF LINKS

GOLDBRICK CUFF LINKS DESIGNED BY WALLY COX FOR GAUCHE JEWELRY, NEW YORK



People can tell these Goldbrick Cuff Links are 14 karat solid gold, because they have "14K" written all over them in great big letters. And not only do these cuff links **look** expensive, they **are** expensive! $66.00 the pair (all taxes included). So tap Dad for 66 clams, and send for a pair today! You'll be the envy of all the other rich kids!

WEAR A PAIR OF GENUINE 14 KARAT GOLD BRICK CUFF LINKS, AND LET THE WHOLE WORLD KNOW HOW RICH YOU REALLY ARE!

use coupon or duplicate

GOLDBRICK CUFF LINKS
MAD MAGAZINE
225 Lafayette Street
New York 12, N.Y.

Gentlemen:
I understand that this is a "real ad." I am a rich kid, and I'm proud of it! I want to show off with those expensive Genuine 14 Karat Goldbrick Cuff Links. Send me a pair. Enclosed is $66.00

NAME _____

ADDRESS _____

CITY _____ ZONE ___ STATE _____

"THIS IS A REAL AD!"

swears executive of Gauche Jewelry (who stands to make a pile of dough)

In all the World only SweatHard's Portable Oval Tub can make a bath so rewarding, so refreshing

. . . especially for those beady-eyed rascals in the bushes!

So if you have that compulsive urge to exhibit yourself in public by taking out-of-door baths, you really should try a portable SweatHard bathtub. You can carry your SweatHard Portable Oval Bathtub out into the fields, deep into the jungles, high up into the mountains . . . anywhere your heart desires. Just make sure there's water where you go so you can fill your SweatHard tub up, because it's no fun taking a "dry" out-of-doors bath. And most of all, make sure those beady-eyed rascals are in the bushes, because it's no fun exhibiting yourself in public if there ain't no public!

Stand-out Red *Camouflage Green*

SweatHard's Portable Oval Tub can also be taken outdoors in Canada

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